



Summer Newsletter

July 2009

President's Corner

"Taste the Regions" Takes off

It has taken longer than hoped, but the "Taste the Regions" specialty gift boxes are being packed in the Adirondacks, Finger Lakes, Long Island and Hudson Valley. They will be ready for sale in August within the regions and in some state locations. It's exciting to see the large, colorful regional logos on boxes holding jams, chutney, teas, sheep sticks, maple products, nuts, and condiments bedded in cocoa crinkle paper, all for \$45 plus shipping. It's a reasonable gift price and we anticipate reorders to our processors. Each box has a mini-catalogue with complete data on all the producers for easy reordering of individual products, a description of the project as well as a consumer survey to help us evaluate "Taste the Regions".

The following is the information on the shipper for each region:

Adirondack
 Shipper: Rob Hastings
 Rivermede Farm
 49 Beede Lane,
 Keene Valley, NY 12943
rivermede1@aol.com
 (518) 576-4686

Hudson Valley
 Shipper: Beth Linskey
 Beth's Farm Kitchen
 PO Box 113
 Stuyvesant Falls, NY 12174
bfk@bethsfarmkitchen.com
 (518) 799-3414

Finger Lakes
 Sipper: Elizabeth Karabinakis
 Finger Lakes Culinary Bounty
 615 Willow Lane
 Ithaca, NY 14850
evk4@cornell.edu
 (607)272-2292

Long Island
 Shipper: Judi Adamson
 1770 Jacobs Lane
 Southold, NY 11971
homeservices@optonline.net
 (631)765-6759

Inside This Issue

Buy/Sell	2
Incubators <Part 2>	3
Member Profile	4
FLCB Workshop Report	5 - 6

As we move into marketing, we are simultaneously offering regions an assortment of topics for day-long workshops to be scheduled for late fall.

Continued to Page 2)

Continued from Page 1)

Of the following choices, the regional host will choose 3-4 which are deemed most appropriate for their area:

- Processing Fruit, Vegetables and Culinary Herbs for Market,
- Home-based, Shared Use, and Community Kitchens,
- Small Scale Meat, Cheese and Artisan Bread Production and On-Farm Marketing,
- New Techniques for Frozen and Vacuum Packaging of Local Farm Products,
- Improving the Safety of Acidified and Acid Foods presented by our Food Venture Center partners ,
- Local and Sustainable Marketing that Works.

It's not too early to put a "save the date" on your calendars for our 2010 conference from January 22 to 24 with NOFA-NY (the Northeast Organic Farmers Association.) in Saratoga Springs. You can be a part of our trade show booth or apply for a separate one. Details will be in our fall newsletter.

In the meantime we are happy that farmers markets are flourishing during this economic downturn and that more of our processors' products are being sold there.

Alison Clarke
accompost@gmail.com

Newsletter Editor Wanted

Are you interested in editing our quarterly newsletter? The current editor's term is over after the Winter issue and we are looking for a new editor. If you are interested, please contact one of the Newsletter Committee members below.

Alison Clarke
accompost@gmail.com
 Anna Dawson
annadawson@berk.com
 Junko Kanamura
junkokanamura@yahoo.com

Commercial Kitchen Operator at La Marqueta Request for Proposal (RFP)

New York City Economic Development Corporation (NYCEDC) is seeking proposals from qualified individuals, companies or organizations to lease, operate and maintain a shared commercial kitchen space of up to approximately 4,000 square feet in the market building at La Marqueta.

Responses are due no later than **4:00 p.m. on wednesday, september 2, 2009**. Submission guidelines, requirements and site visit details are outlined in the RFP, which can be downloaded at www.nycedc.com/rfp, or picked up at NYCEDC, 110 William Street , 6th floor, New York, NY, Monday - Friday, between 9:30 a.m. and 4:30 p.m.

Buy/Sell

Glass jars for sale: The price is \$5 per case FOB Cutchogue. We have 200 cases. Cash or check made out to Really Good. Jars were originally purchased from Burch Bottle. Lids are not included. The jar takes a 58 T/O lid. I get 9oz (weight) of product in them. According to their web site, it holds 7.5 oz. (they may mean liquid). To see the photo of this jar, go to www.burchbottle.com and type "1FACT2251WJR" for "Advanced Search".

Ken Schneider
 Really Good
 315 Commerce Dr.
 Unit #3
 Cutchogue, NY 11935
 (631) 734-7737
www.reallygoodfoods.com

Incubators: What you need to do before you start working <Part Two>

In the last article I discussed where to locate an incubator. But there are several more steps you need to take before you actually get into an incubator and start production.

I briefly mentioned the fact that you would have to:

1. Create a legal entity for your business and get an EIN (Employer Identification Number), and
2. Get Product Liability Insurance along with business insurance.

All incubators will require these two items and indeed you should not be thinking of starting a business without either.

The next step is to get your recipes scaled up for volume and changed to a weight measure. Save time and effort when preparing – make 50 dozen instead of only 10. If you are going into a kitchen which has a 20 qt mixer and you are used to making your cookie in a 5 qt mixer, you are going to have a hard time. Why would you want to make your recipe 4 times over to get the number of cookies you need? If you are used to measuring your flour by the cup and you now need 2 lbs of flour, how many cups is that? Do you truly want to spend your time measuring 15 cups of flour? Using a digital scale or a baker's scale will speed up your production.

Pricing your product requires that you use weight - a 5 lb bag of flour doesn't tell you how many cups it contains, but if you know that your recipe needs 2 lbs of flour, you now have a basis to start pricing.

You will need to increase the quantities of the ingredients of your products based on the chemical reactions when baking or cooking. This is a multiplication issue and if you are not comfortable doing it yourself, you can hire someone to help you.

Then you have to price your product. There are a myriad of ways of pricing; some very complicated, some very simplistic. Pricing is not an exact science but with all pricing, you must include a profit percentage, something you can put in your pocket at the end of the day and know it is yours. In Steve Hall's book, *"Sell Your Specialty Food," [the 5th Edition of "From Kitchen to Market"]* there are

several pages of how to price your product and you should consult that information.

There are a few important things to remember in pricing:

- You must cover your costs and build in a very modest pure profit.
- Keep your retail price in line with your competition or make sure your packaging reflects the unusual characteristics which make it worth the consumer's while to buy your brownie.
- Keep your retail prices (when you sell direct to the consumer) in line with the stores who are carrying your product. Don't sell your brownie at a flea market for \$4.00 if the gourmet store carries it for \$5.00. No store will want to carry your product if the consumer knows they can buy it cheaper someplace else.

There are several terms you need to understand:

- Cost of the item - refers to the actual cost of that cookie (ingredients, packaging, label, etc.)
- Fixed costs - things which you pay for every month regardless of how much you sell (insurance, storage, telephone, etc.)
- Variable costs - things that cost you differently each month based on how much you produce (labor, incubator rental charges, gas, etc.)
- Keystone - when you sell to a store/restaurant, they 'keystone' the price they paid you so they can sell it to the consumer and cover their costs. Thus if you see that a retailer is charging \$5.00 for a brownie, you have to assume that they bought it for \$2.50.

Kathrine Gregory

Mi Kitchen Es Su Kitchen®

(212) 452 1866

www.MiKitchenEsSuKitchen.com

www.RoundtableFoodNYC.org

From the Editor: The following was accidentally deleted from part 1 in the previous issue:

["www.CulinaryIncubator.com"](http://www.CulinaryIncubator.com)

Just started in November 2008 and they are getting new listings on a daily basis.

Select a state and then scroll down past the map."

<Member Profile >

Bombay Emerald Chutney Company

My husband and I were born, raised, educated, and married in New Delhi, India's capitol. We migrated to the United States in 1970, because my husband's dream was to get further education here. We settled down in Queens, NY.

I was a trained Math teacher in India. Soon after we arrived, I received my teaching license for New York City schools. But I never used the license, because I felt students in American high schools were bigger in size than me and also school system was very different from what I was used to in India. So instead of teaching, I took a job in an insurance company. I worked while raising my family.

The company I worked for had tuition reimbursement as one of the benefits. I took advantage of it and joined night school to earn a degree in Computer Science. After graduating from school, I was promoted as systems analyst. I got so used to going to school at night that once my youngest daughter left for college, I went back for MBA and graduated in 1998.

By then, all the three daughters were living independently and taking care of themselves. When they visited us, I would prepare extra food for them to take home along with the chutney I always kept in the freezer. As the time passed by, I noticed that they were taking more and more containers of chutney with them.

One day I asked them why they were consuming so much chutney. "Our friends love these chutneys", they answered. My next question was if these friends were Indian. The answer was No. This really took me by surprise.

All my chutneys are creation of my experiments with New York fruits/herbs and our Indian taste buds, because when we first came here, Indian spices and ingredients were not available. So I altered what my mother used to make and created my own.

So when I heard that my daughters' American friends love my chutneys, the idea came along: Would it be possible to bring my chutney to market place? My daughters and I sat at the kitchen table and started brainstorming what we needed to do to bring these chutneys to market place. The list was so long - how to prepare,

where to prepare, rules & regulations for selling, what type of containers, labels, where to sell, how to price, etc. We picked the name for the company and in December 2003, Bombay Emerald Chutney Company was born.

It took six months to complete the process from kitchen to market place, getting approval for the chutneys' process to getting liability insurance, and farmers market a place to sell these chutneys. Commercial production of Bombay Emerald spicy chutneys was finally started in May, 2004 and the first jar was sold in June, 2004 at Ossining Farmers Market.

In the beginning my daughters helped me at the market, but they became too busy, so my husband joined me. Since then my husband and I have been selling these chutneys at the local farmers markets and online.

In January, 2009, we added frozen vegetable samosa to our product line. All our products are all natural, vegan, allergen/color/preservative free, and no sugar is added to two of our chutneys, Royal Tomato & Royal Mint as well to samosa. We have five varieties of chutney: Royal Plum, Royal Cranberry with Mango, Royal Pomegranate, Royal Mint, and Royal Tomato. They are fat free and are made from the freshest local produce available.

It was the best decision I have ever made to start this business. We have met so many wonderful people and made new friends during this period. We love our customers and have a special bond with them. We love the idea of introducing our products to new customers coming to the farmers markets every week and taking care of our returning customers' needs week after week.

Now my husband and I are both retired from our jobs and enjoying this business. This business keeps us involved in the community and keeps us busy and productive.

Nirmala Gupta
President and owner
www.bombayemeraldchutneysco.com
bombayemerald@yahoo.com

Finger Lakes Culinary Bounty's Spring Education Day Workshop

Getting Attention in a Competitive Market

Monday, March 30, 2009

The first “attention getting” exercise of the Workshop was a go-around of the attendees introducing themselves and their business. They were also instructed to share one marketing tip with the group. In a room full of small business owner/operators that is a lot of free advice! The following is what was offered: listen to your customers & provide fresh samples – “try some; buy some”; hire freelance advertising professionals – this will save you money; “frequent buyers” club; point out that you are supporting local businesses; give a percentage off for each year’s anniversary, example, 5% for 5 years; have the story of your business ready for media consumption; court media attention such as Michael Warren Thomas’s weekly radio program; freebies for birthdays; story cards attached to product or shorter versions on the label and one sheet brochures- not the 3 fold ones; discount coupons on brochures; sell at farmers’ markets, festivals and wineries; and most of all utilize the new internet communication opportunities such as email listservs, Facebook, Twitter and blogging, which provides word of mouth referrals to a growing specialty food audience. Some of these suggestions were expanded upon during the following workshop sessions.

After introductions participants had a choice of two concurrent workshops: a). Dr. Olga Padilla-Zakour of the NYS Food Venture Center and Greg Woodworth of the Stony Brook Cookie Company spoke about the technical aspects of starting your own food manufacturing business, or b). a trio of specialty food business owners who provided three scenarios of successful distribution - “Finding Customers and Strategies for Moving Products.” Below is a summary of the latter workshop.

- **Do It Yourself.** Susan Atkisson of Keuka Coffee Roasters/ Java Gourmet prefers developing a relationship directly with the retailer. She is the distributor for the company and her partner Brian does the roasting and spice mixing. Susan says she does what she loves to do best, “schlepping the product to the shops and collecting all of the profits” for the business rather than letting a third

party take a cut in the profits. “You can tell your story the best”, says Susan. “You have the passion.” She goes on to say, “It is key to attract attention to your business ...through organizations such as the FLCB, National Association of Specialty Trade (NASFT), community involvement and social consciousness.” Other suggestions Susan offered – online sales, festivals, which help to insert the personal element into sales, and charity. She recommended charity as a marketing tool but to limit your budget to \$500. Other ways to contribute to charities without laying out products: provide in kind service – working on the event with the organization or donate ½ of what they are asking and have them buy the other half. Susan ended her presentation with three directives – reach, i.e., take risks; dream – have a vision for your business; and believe – persevere.

- **A Multi-Pronged Approach.** Wendy Ochs of Golden Oaks Foods, along with her husband and business partner Ron has produced 9 flavors of Nunda Mustards for the past 20 years. Hers is a small operation that provides adequate leeway for minimum orders and quick turn around. When you are making deliveries, call ahead to retailers who might be ready to restock their shelves. “Be accommodating,” Wendy advises. Just recently she has taken on a distributor and sales rep to expand markets to the Buffalo and Adirondacks region. She says that it is her dream to be in many more markets. Wendy gives away 10% of her product to non-profits who ask. She believes that having her mustard in as many venues as possible breeds familiarity and thus sales. 4% of Nunda Mustard is sold to restaurants, bistros and wineries in gallon containers.
- **Working with a Distributor.** Larry Wilcox of Artisan Foods defined three ways to move products: self-distribution, brokers and distributors. *Brokers* make the call for the processor and will not charge until s/he makes the sale. The broker

(Continued to Page 6)

(Continued from Page 5)

makes profits on the volume of sales. A *distributor* forms a partnership with the manufacturer and helps develop markets. Decide what you are good at and then chose a sales strategy.

The afternoon sessions provided a platform for “Telling your Story” with speaker Julia Reich of Julia Reich Design, Michael Warren Thomas, a Rochester and Finger Lakes Region radio personality and Michael Welch, Publisher of Edible Finger Lakes Magazine. Each representing a form of media and how to use it for getting your business recognized.

Julia Reich, Marketing a Self-Promotion

Using a Multitude of Strategies

Julia owns a marketing and graphics design firm in central NY. She helps people design their brand identity and develop marketing campaigns. She brought many handouts for the audience to help them get started with self-promotion. One of Julia’s resources is an outline for developing an “Elevator Speech”, i.e. what to say when some one asks you “What do you do?” You should answer the question with a 15-word blurb using the following formula:

1) What you do; 2) For whom; 3) What they get. Write a version from your customer’s perspective and then a version that your mother would understand. Other resources Julia recommended include online social networking such as Twitter, Facebook, and LinkedIn; blogging and online reviews such as Yelp.com and fingerlakesreview.com. “You need only to spend a few minutes a day and you never know who is reading it,” Julia said.

Michael Warren Thomas, radio host and producer interviews food producers regularly on his weekly radio show which airs in the Finger Lakes Region. He endorses Julia’s elevator speech advice, “You are the person who knows your business the best, so avoid giving others that power.” Use email letters or e-newsletters, “ping your audience” to inform and entertain. The newsletters should be well crafted and tailored to your audience (customers), and include pictures and links to websites. Michael also en-

dorses blogging. He say that, “although they are not a good place for hard sell, it could drive people to your website.” Michael reiterated Julia’s recommendation of using such resources as: Facebook, LinkedIn, Yelp, Twitter and interesting websites; one of his favorites is – www.saxelbycheese.com.

Michael provided tips for optimizing radio as a marketing tool, including:

- Ship products to select media contacts (this is cheaper than advertising).
- Invite media for a specific day.
- Consider who is the best voice for your business – it might be a customer rather than an owner.
- Call into talk shows.

When to use radio

- Special events, promotion, invite other businesses, cross promote, give away tickets.
- Live broadcast.
- Use audio from interviews for your website

Michael Welch of Edible Finger Lakes publishes a seasonal culinary magazine highlighting the food industry and individual business in the Finger Lakes region. Michael followed up on Michael Warren Thomas’s advice to know your own story. When an author wants to write a story about you and your business think about what makes your business different; what is behind your product. Ask yourself, what would make someone want to write about you. Do some of the work for the writer, such as providing photos. Know the publication that is coming to interview you, how they write and their expertise; their different styles. Become familiar with other work they have done.

This was one of the most informative and useful days spent at a workshop. The peer-to-peer exchange of ideas and marketing tips as well as the representatives of marketing tools (media) available to food businesses was a remarkable in its quality and depth.

Cheryl Leach
Cal35@cornell.edu

Small Scale Food Processors Association of NY

P.O. Box 113

Stuyvesant Falls, NY 12173

www.nyssfpa.com

TO:



SSFPA Board Members

Officers

Alison Clarke, President
Miriam Haas, Vice-President
Beth Linskey, Treasurer
Sherry Lantz, Secretary

Board Members

Judi Adamson, L.I. Region
Keane Chasten, NYC Region
Anna Dawson, Capital Region
Nirmala Gupta, NYC Region
Junko Kanamura, Newsletter,
Niagara Region
Cheryl Leach, Finger Lake Region
Jim Milano, Hudson Valley Region
Jim Pinsonneault, Northeast
Joan Reid, NYC Region
Jeri Woodhouse, L.I. Region
Paul Yox, Allegheny Region

Deadline for the Fall issue of the newsletter:

September 15, 2009

Submit articles to: Junko Kanamura
1116 East Delavan Avenue
Buffalo, NY 14215

Or E-Mail to: junkokanamura@yahoo.com

If your NYSSFPA membership fee is due,
a renewal form is enclosed.

Individual membership fee for 2009 is \$30. Your
membership expiration date is listed
on your address label.

Consider becoming a board member.
We need your ideas and energy.

**Our by laws require a minimum of
15 members. Each Region
should be represented!**