



# New York Small Scale Food Processors Association

## Summer 2010 Newsletter

June 2010

Happy Summer !

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### **2011 Annual Conference with NOFA NY in Saratoga**

January 21-23

Send your ideas on workshop topics that would be most helpful to Miriam Haas, [mhaas@communitymarkets.biz](mailto:mhaas@communitymarkets.biz)

or 914-923-4837. We will recommend your suggestions.

### **SAVE THE DATES: PRIDE OF NY HARVEST FESTS**

Opportunity to Display and sample at NYS Fair.  
[August 26 – September 6](#)

Nov. 6-7, 2010 AT NYS Fairgrounds in Syracuse  
Nov. 13-14 Empire State Plaza, Albany

\$150 for booth or \$250 for both events

Sell your products to attendees, restaurant owners, chefs, food service and more.

Contact Dtraecelle Carter, NYS Dept. of Agriculture and Markets, at 518-457-2774 or email: [dtraecelle.carter@agmkt.state.ny.us](mailto:dtraecelle.carter@agmkt.state.ny.us) if you want to display your product, register for one of the sampling day spots, or sell product in the Market Place at the NYS Fairgrounds in Syracuse.

See the form on page 11.

## **From the Desk of Miriam Haas, co-chair.**

I am finding an interesting phenomenon in our area. As the director of many farmers markets I am seeing a new trend. Many people are considering developing a food item or items to get into direct marketing. They go to the farmers markets and say to themselves, maybe I could do this. We have seen career changers or a person who has lost a job looking to their hobbies for inspiration. If they cooked over the years, their friends may be encouraging them to go “public” with their barbecue sauce or jams. Now they are willing to try. These new “foodies” are transforming the farmers markets.

In most markets, the value added items are gladly accepted. People like to see variety in food categories like bakery, pickled products, jams, shelf stable foods like chutneys, frozen vegetable and meat pies, sausages, cheeses hard and soft to name a few. For some processors, the farmers market is the end all of where they plan to put their energy and for others it may become a springboard for getting their products into stores on a larger scale.

Since local is a good selling point and the press is aware of this interest by the public, make the effort to connect with local growers to source your ingredients and then market this feature in your literature. Some of our members freeze fruits that you can buy for your tarts, jams, chutneys so use us as a resource. SSFPA is also bullish on share kitchens and we know where to send you so you can make the items yourself or have them co-pack it.

What makes the best fit for the markets depends on your area. Make sure you research your market so that when you bring the product to the market, the customers will be able to afford it or see its use on a daily basis. The product needs to be unique, have a story that is compelling, taste good to a wide range of people, have a good price point and be attractively presented. If a

vendor has not done their homework, such as taking some business courses on marketing, they may find they don't have the skills they need to do well. Research food trends in the specialty food magazines like Gourmet Retailer, Modern Grocer. The publications will let you see what is coming into the market place and what the industry is saying about new products.

For instance people with allergies are looking for gluten free baked goods, and then there is a growing group of people who are vegans. These are two categories that the press is writing about and there aren't that many items offered in this category. While they may attract a smaller segment of the shopping public, if the product is tasty, you may find a sales niche of your own. Just remember, do the research and start small before quitting your day job.

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## **Home-Based Food Production in New York State**

### Part One

*Written by*  
Mimi Fix

In New York, the Department of Agriculture and Markets regulates wholesale food production and requires a commercial Article 20-C license for the processing of any food which is altered from its natural state. Processing fruits and vegetables as value-added products falls under this regulation. For more information, a complete list of foods, and a copy of the license, please visit

<http://www.agmkt.state.ny.us/FS/general/license.html>

However, for small scale production of non-hazardous foods (baked goods and candies needing no refrigeration) there is an exemption to the above license. In the 1970's New York created this Home Processor Exemption as a way

for farmers to further use their excess produce and create other value-added products to supplement farming income. The products included in this category are varieties of pies, cakes, breads, cookies, candy, and other non-hazardous baked goods. There are several restrictions (no commercial equipment, well-water tested for bacteria, etc.) but for the most part almost anyone with a kitchen qualifies for this exemption. In our poor economic times, this has helped not only farmers but also other New York residents to create an income when jobs are not available. For more information, contact the Department of Agriculture & Markets [www.agmkt.state.ny.us/FS/consumer/processor.html](http://www.agmkt.state.ny.us/FS/consumer/processor.html)

Over the past few years, the food trend toward healthy, homemade, natural foods has picked up its pace. Currently, even mainstream America cites the virtues of healthy, local, sustainable, seasonal foods. New farmers' market venues are opening all across the state and many are increasing their days to run year-round. As these trends have grown, so has the interest in producing and selling homemade foods. Many of our members are already aware of this exemption and have built their businesses around it. For farm producers/growers who want more information, contact the Department of Agriculture & Markets at one of the links above, or call the Albany office (518) 457-5459.

I've had much experience in this category. In the late 1970's, as a soon-to-be single parent with few job prospects, I began a home-based baking business. Using ordinary home equipment I was able to make enough money to support myself and my daughter. I sold my all-natural products to several wholesale outlets in addition to the local farmers' market. My experiences taught me not only the baking aspect, but the business side of running a profitable business. After thirty years in the food industry, both retail and commercial, I wrote "Start and Run a Home-Based Food Business" published last fall by

Self-Counsel Press. I now teach business and hands-on baking in the mid-Hudson Valley, and regularly blog about running a home-based food business [www.BakingFix.com/thefix](http://www.BakingFix.com/thefix)  
In the next newsletter, part two will address some of these business issues, such as bookkeeping, marketing, sales, customer relations, and the personal side of keeping ones' sanity while running a business. In the following newsletter, beginning with the winter issue, I will continue this theme as a regular column, answering questions from members.

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## Let us Introduce Beth Linskey

Beth Linskey, owner of Beth's Farm Kitchen in Stuyvesant Falls, has always added a special dimension to our New York Small Scale Food Processors Association (NYSSFPA) Board, especially because she has been in the Greenmarkets in New York City for years. It was founded in 1976 with 12 farmers and now has 50 locations and over 200 farmers. Beth has been the Treasurer of NYSSFPA, backed up by Liz Beals, graduate of the Culinary Institute of America (CIA), who works with her doing much of the bookkeeping and coordinating the kitchen while Beth is in NYC selling 5 days a week at farmer's markets. Beth's Farm Kitchen is the hub for the Hudson Valley Taste the Region box project.

The following are excerpts from the first "Beth's Farm Kitchen News": May 2010  
After 30 years of meeting you at various Greenmarkets, I thought it was time for a monthly newsletter. First thank you for being such fine friends and loyal customers. You've been my partners since the beginning when I started making chutneys and jams to sell Friday at the Greenmarket at 103rd and Amsterdam in Manhattan, and later at 87th and First Avenue on Saturdays.

Today our company buys 54,000 pounds of locally grown fruits and vegetables

annually. Our product line and volume has grown accordingly. Now we are at the Union Square Greenmarket 3 days a week and at Broadway and 114<sup>th</sup> Street, 2 days a week. In addition, our mail order business is strong and our products are sold at many specialty food stores throughout the Hudson Valley, Manhattan, Brooklyn and points West, North and South."

"It's been a very rainy season. That's good news for wild ramps and fiddlehead ferns. We're taking advantage of nature's gift and making a terrific supply of Beth's Farm Kitchen Pickled Ramps and Pickled Fiddlehead Ferns."

Beth, together with Bob Lewis from New York State Agriculture and Markets, made it possible for us to sell our Taste the Region specialty food gift boxes at a NYC local holiday market in December 2009. The jam queen offered her home, stored the boxes, brought them with the help of her great husband, to the market each week, setting up and taking down the tent....Dedication plus!

It is clear that Beth, as well as our other regional shippers are going the extra mile for NYSSFPA.

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## **Good Practices vs. Best Practices**

*Written by*  
Tom Frey

Tom Frey is from Elfs Farm Winery and Cider Mill in Plattsburgh, NY. I am the new Board Member representing the Adirondack region. Adirondack Harvest had sent out an email that SSFPA was looking for new board representation and poof here I am.

Prior to making fresh apple cider and artisan local wines I sold insurance on LI and the City for 25 years. I was pretty involved in the Insurance Association and with various other

organizations. When I started in Insurance it was from scratch with an awful lot of ignorance and determination. Getting involved with manufacturing cider and wine feels like I'm singing the same tune. Early on in my career I had an Insurance Company executive take a liking to me and he pushed me into his companies program that was just getting developed. It was called "BEST PRACTICES OF AN INSURANCE AGENCY".

There are two impressions I remember most about this program. First it helped make my career, somewhat successful. Following this program we grew from me and one associate to three offices and about 25 people. Second, the other agents who followed Best Practices were very successful, while those who did not (and they probably were not aware it existed) may have done ok, but they were not the Best.

As I eased into the food processing I found myself once again starting from scratch. It was and still is difficult. There are numerous agencies to deal with, too many laws, fees and regulations with a number of different industry associations, some with a rather narrow focus. After several years in this industry I still harbor many unanswered questions about food processing.

I applaud NY Ag and Markets, Cornell University and the Extension Program, NY Health Dept, USDA, all of the many associations, volunteers and paid personnel who work so hard to keep the food products put out by processors like me, safe for human consumption. It is hard not to be impressed by the GMP programs. I believe they are great platforms to get processors headed in the right direction.

However, I do not want to just put out a GOOD food product! My personal opinion is that a GMP program or standard that references minimally accepted standards should **not** be the

endpoint for food processors. I really do want to put out the **BEST product possible** and I want my customers to refer to my products as the best.

While, I do understand that there are a myriad of processors and a number of different processes (maybe even hundreds) within the scope of small scale food processors I believe there are commonalities. It is these commonalities that **BEST PRACTICES** uses to help build the best of breed processes – whether it is insurance or cider or jam or cheese.

I may be totally off target (as my wife constantly lets me know I am). These practices may already exist and I am just unaware of them as a newbie to food processing. If they do then this article may help educate me via a kind reader. If not, perhaps we can explore what the best of the commonalities are in all areas of food processing, and establish our own Best Practices for Small Scale Food Processors. Who knows maybe someday, someone will say about your product ‘that’s the best I ever had’!

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## **MEET ROB HASTINGS, RIVERMEDE FARM**

Rob Hastings, shipper for the Adirondack Taste the Region box, is a man of many talents. I had several months of phone calls before we finally met at the opening showcasing of our specialty food boxes in November at the NY Wine and Culinary Center. Rob had kindly agreed to order protective outer boxes for our gift boxes, so filled his truck in Keene, NY and brought 800 of these boxes and huge rolls of plastic bubble wrap plus the 50 Adirondack gift boxes all the way to Canandaigua.

Winner of the Glendale Farmer of the Year award, Hastings not only grows a diversity of vegetable crops, Christmas trees and flowers he arranges for weddings, but makes maple syrup and maple by products, like glazed nuts in our

box. He has a farm store and is opening another in Lake Placid. In his "spare time" he directs the church choir. "If you want to get something done, ask a busy person", fits Rob as well as our other shippers!

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## **TASTE OF THE NORTH FORK SPECIALTY KITCHEN**

*Written by*  
Alison Clarke

What a wonderful couple days I've spent on the eastern end of Long Is. visiting processor friends, especially Jeri Woodhouse and her husband John. An early a.m. walk with Jeri past wetlands, historic Orient buildings, and herb farms was a great way to start the day at 6 a.m. Then, walking into the kitchen at Chutchogue with its buzz of activity around the 50 plus products they produce organically (soon to be certified by Northeast Organic Farming Assn. of NY) was mind boggling. Rachel, Heather, Ruth and Lat, all task oriented, were producing strawberry rhubarb jam and garlic scape pesto, making a rugosa rose infusion for jelly and preparing whole tomatoes for canning!

The Taste of the North Fork store is up for sale and as Jeri says, "we will continue to make the products to supply the store, and a new owner can just turn the key and start operating" Meanwhile the "North Fork Specialty Kitchen" will be the new corporate name for the production facility. The philosophy of the Kitchen is NEVER make one product and put different customers' labels on it, but always one label per recipe, be it a winery product in jelly, a salad dressing from a specific family recipe, or Jeri's own recipes from her amazing garden of herbs, berries, special roses....all used in delightful, gourmet recipes.

While at the production kitchen I sorted out a special sized box in which a grandmother, working with the kitchen staff to make

jelly, will put little jars as wedding favors for her granddaughter's wedding! The sense of community with people working together rather than as a hierarchy, is evident the minute one walks in. Over lunch together, we talked of the booths at two farmers' markets that Rachel will oversee for the kitchen this summer and on into fall while finishing at an area college. After Rachel visits and participates with the person staffing each market, she'll coordinate stock for the markets and handle all the bookkeeping.

Of course, a major motivation for this Long Is. trip was to update and ready the Taste the Region LI specialty gift box for our new niche marketing campaign : Realtor gifts to new home buyers. While here, the LI Board of Realtors held a major conference for 70 or more real estate agents. They included our beautiful new flyer, designed by Liz Beals of Beth's Farm Kitchen focusing on the "new home buyer gift", with Long Is. catalogue enclosed for all attendees. Then in mid-June the Adirondack Assn. of Realtors will hold two events and will include the flyer plus the Adirondack Taste the Region catalogue. They will also have a drawing for one of the gift boxes.

Our current marketing plan includes not only focusing on the realtor market but also farmers markets and stores of our producer members. We will also do outreach once again to our Senators, Congresspersons and appropriate state legislators. We welcome your marketing suggestions as well as participation.

As I take leave of beautiful Long Is. I thank Jeri Woodhouse not only for the hospitality that rejuvenated me, but for the significant work she is doing in supporting local farms and building regional identity with her unusual, gourmet products.

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## **Finger Lakes Culinary Bounty Update**

*Written by*  
Monika Roth

Finger lakes Culinary Bounty as the regional farm, food, wine and culinary promotion program has been around for 10 years now! The essence of what we have been doing for the past 10 year is creating connections between farmers, food processors, chefs, winemakers with Finger Lakes residents and visitors. Our annual networking meeting, generally held in December, has been one of the more important ways that we foster linkages. In addition, we are hosting educational workshops every other year that have focused on ways to improve marketing and regional branding. Through the workshops and meetings, many producers, processors and buyers have found each other. Hence you will find local foods featured on area menus and local products in winery gift shops. All this helps to strengthen Finger Lakes connections.

We were pleased to have joined the NYS Small Scale Food Processors Association in 2009 to launch the Finger Lakes region gift box. The box featured products from a dozen FLCB and SSFPA members including: Allen Hill Farm, Birkett Mills, Chef Lerman, Cherry Knoll Farm, Crackerman of Etna, Golden Oaks Foods, Heavenly Cup Coffee Roasters, Hill"N" Hollow Farm Keuka Coffee Roasters, Knapp Farm, New Hope Mills, and Waids Finger Lakes Honey. We had two box selections: Breakfast Selections or Savory Selections. Both proved to be popular! We shipped approximately 65 boxes during the height of the holiday season. We got good press in the Rochester paper as a result of the launch party at the Wine and Culinary Center. That prompted many folks from that area to order boxes for out of state family and business associates. We shipped to California, Florida, and places between. There were lots of positive responses to the gift box content. Price did not seem to be an issue and only a few

people requested a custom mixed box.

For the pilot year, all products featured in the boxes were purchased by FLCB and delivered to Cooperative Extension in Tompkins County where we used student labor to pack the boxes. The cost effectiveness of the project is still a bit questionable, therefore, while the process is cumbersome, we will probably operate the project the same way in 2010. We have only a few boxes ready for shipping and will prepare more late in the summer.

### **Calendar Item:**

FLCB Annual Harvest Dinner - all local foods - area chefs and farmers and food producers pair up with the wineries of the region to present an amazing 5 course dinner paired with wines. Held at Geneva on the Lake  
Thursday, August 5, 6:30 – 9:30 PM.  
To reserve a ticket call 315-789-7190.

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### **FDA: Food that Doth Acidify**

*Written by*  
Elizabeth Beals

Beth's Farm Kitchen was recently inspected by the Food and Drug Administration. Besides being inspected by the Columbia County Health Department (for our well water source), the New York State Department of Agriculture and Markets (for our 20-c food license to make processed foods), it turns out we are also governed by the Food and Drug Administration.

'Why?', you ask. Because Beth's Farm Kitchen makes "Acidified Food". What's acidified food? Pickles, to give a simple example. As an acidified food producer, I must acquire and keep on record scheduled processes from Cornell University's New York State Food Venture Center ([www.nysaes.cornell.edu/necfe/](http://www.nysaes.cornell.edu/necfe/)), a written Recall Plan, Examination of Raw

Materials Records, Critical Factors Records, pH records, a pH meter, and have all acidified foods registered through the FDA's website. And if you make pickles, salsas with beans or corn, or low water activity products (like dessert sauces), so do you!

The feedback from the two-day FDA inspection, it turns out, is that I keep excellent records, am well organized, and simply need to follow up with a few more details.

According to the Food Safety and Inspection Service of the United States Department of Agriculture, to create a Written Recall Plan, you need to: designate the primary person responsible as the recall coordinator, include contact information, designate a media spokesperson, designate legal counsel, and identify insurance adjusters. You will also need to develop a written traceability procedure that should be followed to locate shipped products, including emergency contact information (cell phone, email, fax) for persons in freight companies, warehouses, stores, etc. who are required to stop a recalled product from reaching consumers. There are two forms of traceability: backward and forward. Forward traceability allows processors to determine the numbers of cases produced on a given date and where those cases were shipped. Backward traceability allows managers to determine the supplier and lot number of all ingredients included in the finished product code. You will need to establish procedures for how and whom to contact at the appropriate regulatory agency.

These procedures should be in writing and include the potential scope of the recall, adulteration issues, and steps that the company is taking to recall the product. You should list how you will identify, collect, and dispose of the recalled product and then you will need to determine the efficacy of a recall, if you have one. It is recommended that you prepare media statements for television and print. These

statements should be made in consultation with legal counsel. The FDA will need to be notified of a recall. The FDA has a reportable food registry on the internet:

[www.safetyreporting.hhs.gov](http://www.safetyreporting.hhs.gov). You will also need to prepare form letters to notify retailers that have received a recalled product of what to do with pulled and/ or returned product, and compile a list of all other customers.

Examination of Raw Material Records and production records of the finished product are also required. Examination of Raw Materials Records should include the condition of the raw materials, the supplier, any letters of analysis or guarantee, the code on the raw materials (if any), and the batches of your products in which the raw materials were used. Production Records must record the production values for each of the critical factors on your scheduled process. For products, like pickles, which are processed in a boiling water bath, records would include the raw pH of ingredients, the equilibrium pH of the product, fill temperatures, % solids in product, temperature of the water bath, time in water bath, and visual container vacuum. For products, like relish or desert sauces, which are often hot-filled, records need to be kept which include pH, fill temperature, hold time, and visual container vacuum. In addition, production records should keep note of pH meter calibration, which should be done at least at the beginning of the production day, and at least twice a day if a great deal of product is being made. If the product is water activity controlled, records of water activity analysis must be maintained, although this analysis is only required as often as stipulated on the scheduled process. Keep these records in ink and on file.

Your production facility, if it isn't already, may need to be registered with the FDA at: [www.access.fda.gov](http://www.access.fda.gov). There are, however, exceptions to this rule. Production facilities that are the private residences of individuals, farms, restaurants, retail food establishments (including

road side stands), non-profit food establishments, and facilities regulated exclusively and throughout the entire facility by the U.S. Department of Agriculture are exempt. Although it is technically exempt from FDA registration, you are not allowed to manufacture acidified foods for sale in a residential (home) kitchen, and the New York State Department of Agriculture and Markets will not give you a 20-c processing license for home kitchen use. Your acidified food products will need to be registered with the FDA at the same website listed previously. On the left side of the home page, there is a section called "Low Acid Canned Food", and you can click on "New Account". Once you create the account, within a week or two, the FDA will connect your account with the system and you will need to register your products.

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## **CENTRAL NY/LEATHERSTOCKING, NEVEST BOX**

*Written by*  
Judy Smith & Alison Clarke

It was fun to start recruiting producers from CNY/Leatherstocking for our fifth Taste the Region specialty food gift box. And, my first meeting with Judy Smith, shipping manager and more for Brooks House of Bar-B-Q, made me feel it would be well coordinated with Judy at the helm.

A visit to this amazing restaurant, catering company, sauce production and bottling plant, gift shop and banquet hall overlooking the beautiful Catskill Mountains gave me confidence. Judy led me to her office next to where all their special barbecue sauces, marinades and rubs are produced and bottled as well as shipped from in the same location. In front of the production and bottling plant is the generations gift shop and from within the gift shop, customers can view the production and bottling behind 28 feet of viewing glass. Divided by a wonderful area to eat outside and relax in the main restaurant seating 300 total guests. The 38' live indoor charcoal barbecue pit is right next to the restaurant, gift shop and sauce bottling and

production plant and the cooks are more than happy to have visitors! Just a few steps away lies the Brooks' Roost Banquet Room seating 30 to 90 guests and has a view off the deck of one of the many beautiful valleys of Upstate New York.

The history of Brooks' Bar-b-q tells you how they appreciate small scale food processors. This three generation business was started by Griffin and Frances Brooks, grandparents of the present owner Ryan Brooks (other owner is Beth Brooks, Ryan's wife). Griffin with an Agriculture & Tech background and Frances with Food Management purchased Frances's Father's poultry farm. After the decline in poultry farming in Upstate New York, they began to move the focus more on catering using the very same sauces they still use today.

The catering business took off and eventually this led to a concession stand just down the road from where the present restaurant, sauce production and bottling plant, gift shop, banquet room and more are currently. In 1975 the restaurant and catering business was sold to their son John and his wife Joan. John also had a degree in Restaurant Management while Joan a degree in Nursing. John and Joan brought the restaurant and catering business to the next level and during the late 80's began bottling the Original Bar-B-Q Sauce and Chicken Sauce. In 2005 Ryan and his wife Beth bought what is now a three generation family business that is certainly much more than a restaurant!

I feel confident that not only will Judy do a fine coordinating job with our CNY box producers, but that our NYSSFPA Board and regional contacts might meet soon in their beautiful setting.

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## **Increased Regulations for Meat Producers**

*Written by*  
Daniel Laiosa

Small Scale farms and food processors of meat may be subjected to elevated regulations and inspections if proposed guidance by the U.S. Department of Agriculture's Food Safety and Inspection Services (FSIS) is enacted. Businesses that handle meat would be required to have increased validation of their Hazard

Analysis and Critical Control Points (HACCP) plan which could mean increased inspections and could cost businesses more money and time in keeping up with the standards.

Proposed guidance by the FSIS does not create any new requirements on business establishments, but rather clarifies the existing requirements and provides direction on how processors should meet these safety standards. The Food Safety and Inspection Services is looking for increased validation of businesses' HACCP which would include increased scientific testing and record keeping for all businesses.

The proposed guidance is under review by the public until June 19 and FSIS encourages establishments and the public to submit comments on how this might affect business.

"The guidance is being created to help establishments understand existing requirements, and they do not impose new testing or microbiological requirements on establishments," said FSIS Administrator Al Almanza. "By receiving public input, we can ensure the guidance is helpful to plant owners and operators."

A series of public hearings are scheduled in addition to the public comments, the first meeting occurring on June 14, 2010. After comments on the preliminary draft are made, the FSIS will review the comments and then announce an updated draft document for a second round of comments and another public hearing in July.

Advocacy groups like Food and Water Watch, a food consumer organization ensuring the food, water and fish we consume is safe, accessible and sustainably produced, is focusing on getting the public to comment on the guidance. Small scale farms and processors could be weighed down by the increased focus on these food safety regulations. Also HACCP standards are the

same for big processors and small processors, which the same level of standards may not be well suited for a large processor and small.

A spokesperson for Food and Water Watch was not available for comment at the time of the writing of this article.

“USDA is deeply committed to enhancing food safety in a way that supports small processors,” said Agriculture Secretary Tom Vilsack. “FSIS’ transparent and open process for developing this guidance is designed to ensure that the agency can effectively help establishments of all sizes improve the safety of their products and reduce the incidence of food borne illness.”

“These regulations may be very onerous for small farms and processors,” said Liana Hoodes of the National Organic Coalition, an advocacy group working to provide

A “Washington voice” for farmers, ranchers, environmentalists, consumers and progressive industry members involved in organic agriculture. “It may put many out of business.”

The preliminary draft guidance and more information on validation are available on the FSIS website

at [www.fsis.usda.gov/Science/HACCP\\_Validation/index.asp](http://www.fsis.usda.gov/Science/HACCP_Validation/index.asp). FSIS encourages establishments and the public to submit comments by June 19, 2010 to: U.S. Department of Agriculture, Food Safety and Inspection Service, Room 2-2127, George Washington Carver Center, 5601 Sunnyside Avenue, Mailstop 5474, Beltsville, MD 20705-5474.

Advocacy groups like Food and Water Watch and the New York State Small Scale Food Processors Association encourage you to comment to FSIS and keep up the pressure on these increased regulations.

## **Jordan Energy & Food Enterprises**

The Small Scale Food Processors Association of New York has partnered with Jordan Energy & Food Enterprises to offer members the benefit of discounts on solar installations done through Jordan Energy. The benefit program also provides support to the Association, so learning more about solar energy alternatives can both save your processing business money on a solar installation and support your Association. For more information call or email Bill Jordan at 518-573-6614 or [bill@jordanenergy.org](mailto:bill@jordanenergy.org).

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**NYS Department of Agriculture and Markets  
2010 State Fair Exhibits**

**Participation Form**  
**Please return by July 2, 2010**

**Please Print**

**Company Name** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Company Address:** (No. and Street) \_\_\_\_\_  
(City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Web site:** \_\_\_\_\_ **e-mail:** \_\_\_\_\_

**I would like to showcase my products in the Department's State Fair Exhibit.**

**Please check the appropriate box.**

baked goods	<input type="checkbox"/>	flour & baking supplies	<input type="checkbox"/>	potato products	<input type="checkbox"/>
beer, ale	<input type="checkbox"/>	food oils	<input type="checkbox"/>	prepared meals	<input type="checkbox"/>
bottled water	<input type="checkbox"/>	frozen desserts	<input type="checkbox"/>	saucers, salsas	<input type="checkbox"/>
candies	<input type="checkbox"/>	fruit, canned	<input type="checkbox"/>	seasonings, spices	<input type="checkbox"/>
cereal (ready to eat)	<input type="checkbox"/>	fruit, dried	<input type="checkbox"/>	snack foods	<input type="checkbox"/>
dairy products, butter	<input type="checkbox"/>	fruit, frozen	<input type="checkbox"/>	soft drinks	<input type="checkbox"/>
dairy products, cheese	<input type="checkbox"/>	fruit juices, cider	<input type="checkbox"/>	soups, chowders	<input type="checkbox"/>
dairy products, milk	<input type="checkbox"/>	honey & products	<input type="checkbox"/>	vegetables, canned	<input type="checkbox"/>
dairy products, yogurt	<input type="checkbox"/>	infant foods	<input type="checkbox"/>	vegetables, dried	<input type="checkbox"/>
dairy products, other	<input type="checkbox"/>	jams, jellies, preserves	<input type="checkbox"/>	vegetables, frozen	<input type="checkbox"/>
dessert toppings	<input type="checkbox"/>	maple products	<input type="checkbox"/>	wine coolers	<input type="checkbox"/>
dressing & condiments	<input type="checkbox"/>	meat & poultry	<input type="checkbox"/>	<input type="checkbox"/> other products (list):	
eggs & products	<input type="checkbox"/>	nuts & nut products	<input type="checkbox"/>	_____	<input type="checkbox"/>
fish & seafood	<input type="checkbox"/>	pasta products	<input type="checkbox"/>	_____	<input type="checkbox"/>
flavorings & extracts	<input type="checkbox"/>	popcorn	<input type="checkbox"/>	_____	<input type="checkbox"/>

**I am also interested in offering samples of my products in the Department's exhibit on one day during the 2010 Fair.**

Please indicate three dates, in order of preference, that you would like to sample (i.e., 1, 2, 3)

Thursday, 8/26	___	Monday, 8/30	___	Friday, 9/3	___
Friday, 8/27	___	Tuesday, 8/31	___	Saturday, 9/4	___
Saturday, 8/28	___	Wednesday, 9/1	___	Sunday, 9/5	___
Sunday, 8/29	___	Thursday, 9/2	___	Monday, 9/6	___

My company's sampling representatives will be: (1) \_\_\_\_\_

(2) \_\_\_\_\_

Products we will be sampling: \_\_\_\_\_

**I am interested in selling product(s) in the Pride of New York MarketPlace.**

**Please return by July 2, 2010 to:**

DTraecelle Carter  
NYS Department of Agriculture and Markets  
10B Airline Drive  
Albany, NY 12235

Phone: 518.457.2774  
Fax: 518.457.2716

**(Pride/New)**

**(Completed form may be faxed.)**



Small Scale Food Processors Association of NY  
P.O. Box 113  
Stuyvesant Falls, NY 12173  
[www.nyssfpa.com](http://www.nyssfpa.com)

**To:**

**SSFPA Board Members**

**Officers**

Miriam Haas, Co-Chair, Hudson Valley  
Bonnie Yox, Co-Chair, Allegany  
Beth Linskey, Treasurer, Hudson Valley  
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Mimi Fix, Hudson Valley  
Dan Laiosa, Hudson Valley  
Tom Frey, Adirondacks  
Keane Chasten, NYC Region  
Nirmala Gupta, Newsletter, NYC Region

Deadline for the Fall issue of the newsletter:

**September 15, 2010**

Submit articles to: Nirmala Gupta  
[bombayemerald@yahoo.com](mailto:bombayemerald@yahoo.com)

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

Individual membership fee for 2010 is \$30. Your  
membership expiration date is listed  
on your address label.

Consider becoming a board member.

We need your ideas and energy.

Our goal is to have all regions represented.

**Now you can use Paypal on our  
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