



Winter Newsletter

January 2008

“Fostering Food Processing On Farms And In Communities “ SSFPA Conference set for March 1!

We urge you to mark your calendar for our 2008 NY Small Scale Food Processors’ Association’s conference, “Fostering Food Processing on Farms and in Communities”, Saturday, March 1, at the Hudson Valley Foodworks in Poughkeepsie. Our host, Jim Milano, Director of HVFW, is a Regional Contact for our association in that area, and a member processor of baked goods. We are grateful to WNY Farm Credits for a major contribution.

Three major themes of the day:

1. Our morning workshop will address the growing number of small scale, pasture based meat and poultry producers, issues in processing, marketing and the problems that call for advocacy.

Presenters will be: Jim Hayes, Professor Emeritus and former Chair of the Animal

Science Dept. at SUNY Cobleskill and member of the Cornell Small Farms Working Group on Livestock Processing; Adele Hayes, co-owner of Sappush Hollow Farm, producing, processing and marketing lamb, chicken, pork, turkey, beef and eggs, and former county Planning and Economic Development Director; Lorene Nans, co-owner of Springbrook Farms in Weedsport, a multi-species grazing farm, growing organic feed and marketing on farm; Jon Bermon, co-owner of Aberdeen Hill Farm in the Finger Lakes, producing and marketing a variety of meats and poultry and eggs to individuals, restaurants and at farmers markets. All are strong “locavores”! This roundtable will be followed by breakout groups dealing with the “nuts and bolts”.

2. From noon to 2 pm, we will start with a local foods lunch. Those who would like to contribute their product, contact Liz Beals at bfk@bethsfarmkitchen.com. This will be followed by a brief Annual Meeting and our 2nd theme: “Successful Marketing Strategies”. A number of statewide organizations will have tables during the conference and this will be their opportunity to briefly share what marketing strategies have worked for them. If there are other NYSSFPA member businesses who would like to table, contact Anna Dawson at annadawson@berk.com with that request. Tables are \$50 including registration and lunch for the day.

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3. The afternoon theme: "Diverse Models of Shared Use Kitchens" will focus on a variety of community based facilities and programs, including a discussion of the pros and cons of co-packing.

Paula Schafer, Extension Resource Educator for Agriculture Economic Development Program for Saratoga and Washington Counties, will share information on the Capital Region's Battenkill Kitchen in Salem; Kathrine Gregory, Director of Mi Kitchen Es Su Kitchen in New York City, will discuss her 24 hour profit model; Jim Milano will represent the Hudson Valley Foodworks, a large downtown Poughkeepsie model and a teaching facility balancing "anchor tenants" and beginning processors.

Kathleen Peterson, Director, and Sherry Lantz, former Food Program Coordinator of Chautauqua Rural Ministries, and Harry Pearsall, Director of Cooperative Gleaning at ComLinks, working with ex-offenders in Malone, NY, will represent two projects in process which will focus on job development for unemployed through teaching processing of locally grown produce; and last but not least, Joan Reid and Priscilla Maddox, Co-Directors of Kitchen for Hire in Brooklyn.

In addition, Amanda Hewitt, our Central NY Regional Contact and Product Development Manager at Nelson Farms, will speak to the pros and cons of co-packing.

After brief overviews of these programs, there will be ample time to gain details with a choice of several small discussion groups.

Olga Padilla Zakour, Director of the Food Venture Center at the NY Agricultural Experiment Station, and Cheryl Leach, Extension Support Specialist, will be on hand as excellent resource persons throughout the day and have a table of helpful handouts.

We invite you to bring a sample or two of your products to the conference both for a display table of regional products and also for use with the meal. If you would like your product included on the lunch or snack menu, contact Liz Beals at Beth's Farm Kitchen (800- 331-5267 or 518-799-3414) or email to bfk@bethsfarmkitchen.com.

For those traveling long distances, a block of rooms have been set aside at a nearby Best Western Inn for the previous night, February 29, as detailed in the form on the last page of this newsletter. We will also have snacks available to send you on your journey. We look for an exciting day.

Check our web site www.nyssfpa.com for Updates, and **Register soon!**

Alison Clarke
accompost@gmail.com



President's Corner

Marketing Ideas for Local Processors

January is the start of a new year and a place for new marketing ideas. Marketing collaborations create real change. We processors and farmers need to collaborate so that co-ops, small stores and consumers can have an easy access to our high quality local foods at reasonable prices.

Consider the following opportunities. One may be just right for your business!

1. Farm to City is a SARE funded Pennsylvania program that provides an ordering website www.farmtocity.com for use by CSA farms and Local Food Buying Clubs. Farm to City charges 2-3% of gross sales for the computer ordering assist.

2. Kim Mills at Morrisville is creating www.newyorkfarmersmarket.com to help farmers and processors have internet ordering access with UPS shipping.

3. Nelson Farms is working on ordering and distribution to stores with a new FAID grant.

Consumer education for salespeople and consumers is an important part of marketing. Last November, Liz Thorpe of Murray's Cheese, a specialty cheese store in New York City, gave attendees at the Poughkeepsie "Cornell Strategic Marketing Conference" marketing ideas for farmers and processors. In order to promote your products, you need to

1. Tell them your story.
 - Personal and business history
 - Where you sell your products
 - Why you make our products
 - How you make your products

2. Teach them about the products.
 - Ingredients - sources - how they are grown, etc.
 - Packaging sizes and shipping quantities
 - Nutrition information beyond the normal nutrition label (Did you know that 2 tsp. of maple syrup is an excellent source of manganese and a good source of zinc?) Check www.whfoods.com (the world's healthiest foods website) and learn about the whole foods in your products!
 - Lead time needed! Made-to-order, one week advance notice, seasonal availability
 - Wholesale cost and recommended retail price
 - Distribution used
 - Samples
3. Print information about the product to educate salespeople.
4. Create consumer brochures with recipes and suggested uses.
5. Make pictures, video clips and website links available to provide the information to consumers
6. Make personal appearances at the store.
7. Have complete contact information ready.

Murray's Cheese Store is located at 254 Bleeker St. NY, NY 10014. To learn more from your home armchair, visit www.murrayscheese.com to see how they market their cheese products through books, kiosks in Kroeger stores and Cheese University classes.

The New Year brings new opportunities. It is up to us to take advantage of them.

Anna Dawson
annadawson@berk.com
 518-758-7342

The Hudson Valley Foodworks

—site for this year's conference—

The Hudson Valley Foodworks is a non-profit food business incubator, located on the Hudson River in Poughkeepsie, NY. It is close to the interstate highway system – less than 10 miles from both a major North-South interstate highway (Route 87) and a major East-West interstate highway (Route 84). It is located a half hour west of Connecticut, one hour south-west of Massachusetts and one hour north/north-east of both New Jersey and Pennsylvania.

Our building has approximately 25,000 square feet of usable space. The space is made up of six production rooms, internal/external dock with semi-truck access (up to 53 foot trailers) and dock lift, dry storage, walk-in refrigerator and freezer units, blast freezer, offices, conference room and retail space.

We charge by the hour for production, ranging from approximately \$20 per hour (minimal space, energy and equipment usage) to approximately \$70 per hour (large production area, high energy usage with four steam kettles, bottling line and use of the USDA grant of inspection). We charge by the month for office space, internet access and dry, refrigerator and freezer storage.

The production rooms are comprised of a *packaging room* with tables, sink and room chiller, *small prep room* with tables, sink, full-size convection oven, 20 quart mixer, 10 burner stove top and meat slicer, *bakery* with 80 and 140 quart mixers, Ameripac over-wrap equipment, double deck oven and double rack convection oven (holds up to 60 full-

size baking tray at a time) and two *wet kitchens* with different sizes of kettles. We come under inspection/authority of USDA, NYS Agriculture and Markets, Dutchess County Health Department, FDA, US Army Inspection and USDA Organic (was in previously in place and is actively being pursued for two of our customers) and Kosher processing for business that have authority.

Our customers are both direct users and co-packers. The minimum requirements for a user are (and for many this is all that is needed): a business structure in place (sole proprietor, etc.), liability insurance and a 20-C license. We have a mission to help any and all in getting started in the food production business. We provide free pH testing of products, guidance in all aspects of setting up a business, and free nutritional analysis for customers currently using our services.

Contact Jim or Mike at 845-471-9478, fax 845-471-9479 or email hvcopacking@aol.com.

Jim Milano
Director
<http://hudsonvalleyfoodworks.org>.



Our convection oven holds up to 60 full sized baking trays.

Market Maker

Get involved in Online Farmers Market

In 2006, the New York Farm Viability Institute provided me with support to build an online farmers market for New York State producers. The goal of this project is to determine whether online markets can be effectively used to enhance profitability for producers. In the early phases of this project, I focused on testing features of an online market and getting the word out to potential participants.

Many of you responded with interest and enthusiasm for this project. However, in the fall of 2006, I was forced to temporarily halt the progress due to unexpected and unfortunate circumstances. I've received wonderful support from New York Farm Viability Institute and many, many producers throughout the state. The project is back on track.

I would like your help in testing procedures for registering as a producer, updating producer account information, adding products, and viewing and managing orders. Over the past few weeks I've received valuable feedback from Anna Dawson of the NYSSFPA and other producers.

Please consider getting involved in this project. You can reach me at millsk@morrisville.edu (email is best) and 315-684-6746. I will follow up to arrange a convenient time for you to test out our online market.

Kim Mills
Morrisville State

News and Announcements

"Regional Flavor" Conference Planned for March 12, 2008

Building regional collaborations will be the central focus of a conference titled "Enhancing Our Regional Flavor - a Tool for Economic Development" to be held March 12 at Chautauqua Suites Conference Center in Mayville, NY. The conference is sponsored by the Concord Grape Belt Heritage Association and Cornell Cooperative Extension Chautauqua County along with many supporters and partners.

For many rural entrepreneurs across the country the survival and growth of their business depends on finding and cultivating a sufficient customer base. "Regional Flavor" is an economic and business development strategy pioneered by the national organization Association for Enterprise Opportunity(AEO), Arlington, VA. This initiative hinges on strengthening collaboration between a variety of microenterprise development organizations, community partners, and business owners. This conference will share numerous examples and experiences of collaboration and cooperation, of weaving together an area's farms & foods, arts & crafts, heritage, recreation and other assets to encourage visitors to develop a connection to the region and support the local economy. In addition, the conference will facilitate network identification and enhance collaboration among the participants.

An outstanding group of presenters have been lined up for the program, including: Leslie Schaller from the Appalachian Center for Economic Networks, Athens, Ohio, birthplace of the "Regional Flavor" approach; Jan Joannides, Executive Director, Renewing the Countryside Organization, St. Paul, Minnesota; Mary Jeanne Packer, who serves as Executive Director of NY Farms, the New York Maple Producers Association, and NY Forest Owners Association; David Eson, Director of Programs for Western Pennsylvania, Pennsylvania Association for Sustainable Agriculture, Pittsburgh, PA; Jon Cullen, Special Events Coordinator, North East Chamber of Commerce, North East, PA; and Stephanie Burdo, Chautauqua County Visitors Bureau, Mayville, NY

Final details for the Conference and Registration are being arranged and should be out in mid January. Check the website www.concordgrapebelt.org or send inquiry to and4833@windstream.net.

Andrew Dufresne
Executive Director, Concord Grape Belt Heritage Association, Inc.
and4833@windstream.net

New York Food and Wine Dinner

On January 29, Lento's Restaurant at 274 N. Goodman St., Rochester, will sponsor a four course dinner with wine pairings using all New York products. Farmers and processors have an opportunity to supply items for the dinner by contacting Art Rogers at atry124@hotmail.com soon. This may lead to future sales as well.

Lento's is part of the Rochester Connection (farmxgc@rochester.rr.com) which coordinates both a farmer and a consumer listserv. Not only do consumers order from farmers who deliver to Rochester from this connection, but also lots of dialogue and exchange of all sorts of information relating to the food system is communicated.

Alison Clarke
accompost@gmail.com

Chautauqua Lake Erie Wine Trail 2008 Special Events

Join the Chautauqua Lake Erie Wine Trail during any of their four annual weekend events. Ticket holders choose their own itinerary and may visit the wineries in any order over the course of the two-day events. One winery is designated as your pick-up point for your souvenir wine glass, recipe packet, and special gift from Wine Trail and you may visit it at any time. Tickets are available on-line.

Wine & Chocolate Weekend February 9th & 10th (10am – 5pm) \$21/person
Celebrate Valentine's Day! Each winery will pair a unique chocolate creation with a special wine.

Wine & Cheese Weekend May 3rd & 4th (10am – 5pm) \$21/person

Each winery will prepare a special Heluva Good™ cheese dish to be sampled with a complementary wine – come celebrate Mother's Day in a special way!

Choose one of two weekends to celebrate the holiday season. Sample delicious Christmas fare and inspired wine choices. \$31/person

All tickets will be pre-sold online at www.chautauquawinetrail.org or contact your local winery.

Chautauqua - Lake Erie Wine Trail
PO Box 433, Fredonia, New York 14063
1-888-965-4800

Mi Kitchen Su Kitchen NY City

Artisan Baking Center Kitchen Innovations Incubator is now open 24/7

The demand has been great to use this fully equipped facility which has some top of the line baking equipment. We have opened the middle of the night shift to those who need a shorter shift or find that an easier schedule to fit in with their full time job. As always the job training program in Pastry Arts and Culinary Arts continues through the year and has been an excellent source of part time staff to help the entrepreneur grow their business.

Existing shifts:

Mon. thru Fri 6:30pm to 2:30am (\$180 per shift),
Fri. thru Sun. 8am to 4pm (\$220 per shift),
4:30pm to 12:30am (\$180 per shift).

New shifts available: Sun. thru Sat. 3am to 8am at a special price of \$120 per shift.

The price includes the use of the equipment, cleaning supplies and chemicals, the carting and 2 hours of devoted time from the Kitchen Assistant to do prep, packaging or clean-up.

For more information, contact Katherine Gregory (212-452-1866) or MiKitchen1866@aol.com



**New York Small Scale Food Processors' Association
2008 Conference and Annual Meeting**

**“FOSTERING FOOD PROCESSING
ON FARMS AND IN COMMUNITIES”**

Saturday, March 1, 2008

9:00am – 4:30pm (Registration 8:30am)

**Hudson Valley Food Works
372 Main Street
Poughkeepsie, NY 12601-3317
845-471-9478**

Three Themes:

Morning Workshop: “Small Scale Meat & Poultry Processing, Marketing and Advocacy”

Lunch and Roundtable: “Successful Marketing Strategies”

Afternoon Workshop: “Diverse Models of Community Based Shared Use Kitchens”

Table Displays, Local Foods Lunch, Tour of HV Food Works and Networking

Conference Cost: \$35 including lunch (\$40 for non-members)

Register ahead of time with the form below.

Hotel Accommodations: A block of rooms has been reserved for this conference at nearby

Best Western Inn, 2170 South Road, Poughkeepsie, NY 12601-5847

\$79.95 plus tax for the night of February 29.

Call ahead for reservation (1-800-937-8376 or 845-462-4600)

Further details will be at our website, www.nyssfpa.com.

We are grateful for the contribution from WNY Farm Credit to support this conference.

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Conference Registration Form

Name _____ Phone _____

Organization/Farm/Business _____

Address _____

E-Mail _____ Website _____

Amount Enclosed (Please check)

Conference Fee: Member \$35 _____

Non-Member: \$40 _____

NYSSFPA Membership: \$30 _____

Mail check with this registration form to: Beth Linskey, NYSSFPA, PO Box 113,

Stuyvesant Falls, NY 12174

Small Scale Food Processors Association of NY

P.O. Box 113

Stuyvesant Falls, NY 12173

www.nyssfpa.com

TO:



SSFPA Board Officers

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Junko Kanamura

Deadline for spring issue:

March 15, 2008

Submit articles to: Junko Kanamura
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Or E-Mail to:

junkokanamura@yahoo.com

Those of you who would rather read this newsletter
online, please let us know via email:

junkokanamura@yahoo.com

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

Individual membership fee for 2008 is \$30.
Your membership expiration date is listed
on your address label.

Consider becoming a board member. Our
by-laws require a minimum of 15 members.
Each chapter should be represented!
We need your ideas and energy.