



New York Small Scale Food Processors Association

Winter Newsletter

January 2011

Happy New Year!

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NY Small Scale Food Processors' Conference Highlights:

Saturday, January 22, 9:30 a.m. - Alabama Room
NYSSFPA Roundtable, "Running Your Business Effectively and Profitably: Food, Energy and Sustainability" Presenters: Mimi Shotland Fix, Gretchen Hanchett, Bill Jordan (NOFA Program has bios)

Saturday, January 22, 5:45 pm - Broadway 4
NYSSFPA Annual Gathering and Sampling Feast. Annual meeting will include discussions of needs of producers in marketing, shared-use kitchens, mentoring, liability insurance, resources and other equipment. Producers invited to bring product for sampling table.

Note: There will be a reception in Trade Show room, where NYSSFPA will have a booth, at 5:15 pm and NOFA dinner is at 7pm.

From the Desk of Miriam Haas, co-chair.

Once again our group is involved in the NOFA conference in Saratoga January 21-23. We will be in the trade show and will also be hosting a workshop on value added entrepreneurship. We hope many of you will be able to attend. The Annual Meeting will be at 5:45 Jan 22 following the conference Trade Show reception which is at 5:15. During the meeting we will have an extended tasting of items made by our members. So please bring a few items for us to enjoy. Saturday's dinner for the conference will follow at 7. So be prepared to eat, eat, and eat. We

New York Small Scale Food Processors Association

will have a fun theme at the Annual Meeting so come and join in the fun and meet your fellow value added producer.

During the Annual Meeting we will vote for board appointments. Below are confirmed and hopefuls. Our group is only as strong as our board and so please consider adding your voice and joining the board. If you want to be nominated for a position in an area not represented please call us. Below is a list of people continuing and also newly joining. The slate will be finalized at the meeting.

NOMINATIONS: (X by those up for nomination for 2 yr. terms, 2011)

Bonnie Yox-2nd year of first term, 2nd yr. as Co-Chair
Miriam Haas-2nd yr. 2nd term, going off Co-Chair but staying on the Board

Beth Linskey -end of term and end of Treasurer - Up for new Bd. term **X**

Alison Clarke- end of Sec'y Term – Up for new Sec'y term **X**

Jeri Woodhouse - 2nd yr .of term

Cheryl Leach – 2nd yr. 2nd term – Will continue as Membership Chair

Keane Chasten – Up for new term **X**

Nirmala Gupta Up for new term – Continue as Newsletter Editor **X**

Paul Yox – 2nd yr. 2nd term

Mimi Fix – 2nd yr. first term

Tom Frey – 2nd yr. first term – Will be on Insurance Comm.

Dan Laiosa – Schedule doesn't allow Bd. times – Agreed to be on marketing committee

Sherry Lantz – considering involvement in some way
Elizabeth Beals – Nominated for Term on Board .

Will accept Treasurer position if we fill Bookkeeper position. That position will be put in new FSMIP grant application. In the interim we will look for a volunteer business person to work one day a week.

X

Rita Hindin- Nominated as NYC rep. on Board for 2 yr. term **X**

Need new co-chair (one elected each yr. for 2 yr. term to stagger) **X**

Note: currently we do not have representation from the following Regions:

St. Lawrence, Catskills, Capital (though have reps in Hudson), Niagara, CNY.

Possible names to represent these regions are:

Vivian or Tom Szulist or Junko Kanamura (Niagara)
Jen or John Stoker (CNY)

Andrew Dufresne (Chautauqua)

Betsy Hodge (St. Lawrence)

Amy Jackson (Catskills)

Please contact mhaas@communitymarkets.biz with additional nominees.

Introducing ... Cooking with Jams and Chutneys. Recipes from Beth's Farm Kitchen by Beth Linskey

I made my first batch of strawberry jam in 1981 and I've been expanding my repertoire since. Now was the time to write a book on how to use Beth's Farm Kitchen jams, chutneys, and pickles in everyday meals. Also, I wanted to expand the message of sustainable foods, and provide insights for other entrepreneurs who might want to start or expand a Small Scale food business.

Today we make over 90 products and purchase over 40,000 pounds of locally grown fruits and vegetables every year. Beth's Farm Kitchen products are sold at the New York City's Greenmarket year-round and on the web at www.bethsfarmkitchen.com.

Last summer I began to write **Cooking with Jams and Chutneys**. It fulfills my goals and I know you will enjoy reading it too.

One important focus has been to encourage people to enjoy Beth's Farm Kitchen products as an ingredient. I guess the book could have been called "Beyond Toast" but I really love sharing the chutneys with everyone who has a busy schedule. Here are a couple of recipes from **Cooking with Jams and Chutneys** that are ideal for the holiday season. Enjoy them!

Savory Gruyere Clafoutis

An excellent recipe for entertaining. Quick, easy elegance. Cut into small slices as an appetizer.

Makes 24-30 appetizer servings
Prep Time: 15 minutes Cook Time: 20 - 25 minutes

3 large eggs
½ cup whole milk
½ cup all-purpose flour
¼ teaspoon sea salt
freshly ground black pepper to taste
½ jar **Beth's Farm Kitchen Blazing Tomato Chutney™**
¾ cup grated Gruyere (approximately 3 ounces)
1 - 2 tablespoons butter to coat pan

Preheat oven to 400°F. Combine eggs, milk, flour, salt and pepper in bowl and beat until smooth. Stir in chutney and grated cheese. Melt butter in large cast iron skillet. Swirl to coat sides, and pour in batter. Bake until puffed and golden brown, approximately 20 - 25 minutes. Serve hot or at room temperature.

Simply Delicious Dip

Mash one or two avocados, mix with one jar of Beth's Farm Kitchen **Cranberry Horseradish Chutney**. Excellent with jicama chips or your favorite dip-chips. Enjoy!

To order your copy of **Cooking with Jams and Chutneys**, *Recipes from Beth's Farm Kitchen* (\$20) or get current information about Beth's Farm Kitchen products, visit www.bethsfarmkitchen.com. Also, be sure to sign up for our monthly newsletter.

If you prefer, **Cooking with Jams and Chutneys** can be purchased at our various Greenmarket sites or you can order a copy by writing to Beth's Farm Kitchen, P.O. Box 113, Stuyvesant Falls, NY 12174, or calling: 1.800.331.5267

History of Stolor Organics by Mike Taylor.

Stolor Organics, LLC was established in July 2006 in Cazenovia, NY through a combination of family ties and an interest in healthy living and environmental sustainability. A partnership of 3; John Stoker, Jennifer Stoker and Michael Taylor (Jennifer's brother) made a decision to produce a high quality organic oil for others to use and enjoy. They believed that we could fill a niche because there wasn't much cold pressed, unrefined certified organic oil on the market. This new business would serve as an opportunity to create a livelihood in areas that are important to all three partners. Quality non-GMO, organic products at fair prices, a "no waste" resource sustainability policy whenever possible, outstanding customer service, fair business practices and a vision to eventually create a sustainable company, which would include John and Jennifer raising the organic crops to one day using environmentally friendly forms of power to press, filter and bottle their oil, while Michael handles the sales, marketing and administration of the company.

Jennifer, John and Michael were inspired them to start the company for a couple of reasons.... John's family has been farming in central NY for over 100 years. John's father, Hank Sr was a conventional dairy and crop farmer. When their father developed cancer in 1985 John and brother Hank Jr came home from other careers to run the family farm and help support their family (emotionally and financially). After their fathers' death in 1986 John and Hank Jr made a heart-felt decision to go organic because they felt strongly that it was a healthier, safer option and the organic category was starting to get more attention nationally. It took John and Hank 3 years, which is the rule to convert conventional farm land and their herd of dairy cows to certified organic. Twenty- four years later John, his wife Jennifer and Hank Jr and his family still farm the same land (and then some).

So for all three partners, growing up in central and western NY in the late 70's and early 80's, they recognized the importance of ecology, recycling and taking good care of the environment.

When they were brain storming about the possibility of starting Stolor Organics, LLC it was apparent early on how excited they all got at the prospect of developing a fully self sufficient, environmentally friendly organic food company that prides itself on offering quality, non-GMO organic food items at fair prices and outstanding customer service. As Michael describes it, “it’s kind of crazy when we sit down for a little “organic think tank” session because the ideas just keep flowing...it’s a challenge to write them all down so we don’t lose good ideas in the quasi random chaos.

Stolor Organics started marketing their organic sunflower oil in November, 2009 and today has distribution in 11 states, which includes health food stores, cooperatives, restaurants, bakeries and even cosmetic companies who use their oil as an ingredient. They also sell their organic oil and trail mix online at www.stolororganics.com. They pride themselves on producing the very highest quality cold pressed, unrefined, certified organic oil in small batches and providing outstanding customer service.

NYSSFPA SPECIAL OFFERING AT NOFA CONFERENCE

Thanks to the NOFA workshop organizer we have been able to offer a special NYSSFPA Roundtable entitled “Running Your Business Effectively and Profitably: Food, Energy and Sustainability”. The roundtable discussion will address ways for existing and start up businesses to increase revenue. Workshop leaders will be Gretchen Hatchett, Community Development Director from Allegany Business Center who will address greening your business and Mimi Shotland Fix from Baking Fix, who teaches how to start and run small food businesses. Bill Jordan, Director of Jordan Energy and Food will describe his services which help identify the best solar company and solution for your business needs.

Join us for the Roundtable which will begin at 9:30 am on Saturday, Jan. 22 in the Alabama Room.

NYSSFPA TO APPLY FOR A FSMIP GRANT

With encouragement and support from Bob Lewis, NYS Agriculture and Markets Marketing Specialist, our association will apply for a Federal State Marketing Improvement Program (FSMIP) grant in early 2011. This grant would help build the capacity of our organization, a 501© 6 trade association. It would allow us to move from a volunteer to a staffed organization which can further the needs of members in marketing, mentoring, and advocating for such things as shared use kitchens, group insurance and a better understanding by our representatives of the needs of small scale processors. We have many resource people in our membership and want to continue to offer and increase our workshops for beginning and existing small scale processors to make and market successful products.

We would value member input for this application. We will shortly send you an email survey. Please respond to it for we value your thoughts and ideas.

New York needs a Standard of Identity for Honey by Pat Bono.

Currently there is no Standard of Identity (SOI) for honey in New York State. In light of recent events concerning imported honey adulterated with rice and sugar syrups and honey contaminated with antibiotics, an amendment is

crucial to addressing food safety and ensuring the public that they are buying pure honey.

New York honey producers are facing destruction without definitive standards of identity for honey to preserve the wholesomeness of honey in the eyes of the consumer and to provide possible civil recourse when the honey is found to be adulterated. Having a pure product is much better than having a product that is of poor quality, potentially tainted and at the worst causing sickness.

Adulteration hurts the reputation of honey as a high quality wholesome and natural food, imperils the viability of beekeepers and packers through unfair competition, and threatens the health and confidence of consumers. Protection of New York beekeepers and honey producers from unfair mixing, blending and sale of cheap inferior products gives the industry the strength and professionalism to elevate the product and the producers in offering the Pride of New York. Other products such as maple syrup already have a Standard of Identity.

Within the past 18 months California, Florida, Wisconsin and North Carolina have adopted a honey SOI. Many other states also have committees working on honey SOI proposals. There is also an effort to develop a national Standard of Identity for Honey.

The introduction of a bill into the New York State legislature amending the current law, "Defining Honey", Circular 911 Article 17 section 205, with a more comprehensive definition: the Standard of Identity for Honey, as proposed by the Empire State Honey Producers Association, is anticipated in 2011.

For more info see: RochesterHoney.com

CUOMO ANNOUNCES COMPREHENSIVE AGENDA TO ADDRESS THE NEEDS OF NEW YORK STATE'S AGRICULTURE INDUSTRY by Cuomo 2010

The following are excerpts:

Andrew Cuomo unveiled Farm NY: Growth Through Innovation – a comprehensive agenda to nurture New York's agriculture resources and respond to the immediate needs of our agriculture industry while simultaneously encouraging long-term growth and development of a critical sector in our State's economy.

The plan focuses on creating innovative ways to access capital for agriculture, expanding food processing and the sale of locally grown foods, capitalizing on new technologies such as broadband and renewable energy and ensuring that New York State's agriculture industry is competitive across the country and around the globe.

Expand Food Processing by Dedicating a Portion of the State's Manufacturing Assistance Program Funding.

Encourage increased distributed generation; and, Increase other renewable energy sources on farms like wind and solar through tax credits.

Expand Agriculture Markets to New York's Urban Centers, Hunts Point Market Revitalization.

Have You Heard? We are Guyank Brand, LLC. by Kenya Chasten

It happened the year 1989, the same year we as a people experienced the Exxon Valdez spill in Alaska, Tiananmen Square in Beijing, the release of Batman; the movie. The Iran-Contra Affair, Space Shuttle

Columbia takes off on a secret military mission, and Voyager 2 passes Neptune.

Hurricane Hugo makes land fall in South Carolina, Wayne Gretzky becomes all time leading points scorer in the NHL, and in Operation Just Cause; the United States sends troops into Panama to overthrow the government of Manuel Noriega.

Buckingham Palace officials confirm that Princess Anne and Captain Mark Phillips are to be separated, this is the very same year North America and South America collided and as a result of this Spicy Explosion, in time was the beginning of the production of The "Original Sweet-HOT Pepper Sauce" on the shores of NYC in the 4th Largest City in America; Brooklyn.

In 2003, after sharing out samples of this Divinely Inspired Hot Pepper Sauce which Keane; my wife has been blessed with to friends, family, congregation members, and strangers alike and after tweaking it and testing it for stability and getting nutrient facts through analysis Cornell I found out through my searching about on the internet about the annual Scovie Awards competitions held in New Mexico; where Chili Pepper is king and Capsicum is mandatory in one's diet. To our amazement we as amateurs at the time came in 3rd out of a field of over 500 entries worldwide. We were blow away by this discovery and on that day we decided to take our endeavors to the next stage; to compete in the professional ranks.

We knew very little about the food business but along our way the Good LORD lead us in the right direction, introducing us to very helpful and knowledgeable people and organizations along the way; "seek and ye shall find", according to The Word. So, me being a Nuclear Medicine Technologist by profession and my wife a housewife/ cook/ and ex- medical accession lab assistant manager formally at a major hospital in NYC, decided to form a partnership in our county of residence in Queens registered in the State of New York.

In 2003 we also did our first Trade Show in Houston Texas where we took a chance and sent out many cases of Hot Pepper Sauce; our Flagship product and only product at the time and out of all 36 cases sent for the three day weekend event only one bottle broke; Mazal Tov! We were a hit, and Sold Out, make new contacts forged relationships that to this day still remain. One our main wholesale accounts Tears of Joy out of Austin Texas was started out

there. And Red Lion Foods introduced us to Bower's Chili Pepper Festival which we participate in annually.

Since then we have participated in a Cajun Festival and varies other specialty events throughout the country, but for the last several years we have remained local. We joined Pride of New York around 2004.

In 2007, we became an LLC and have been developing our retail business in Farmer's Markets starting with Community Markets in Westchester County; organized by Miriam Haas.

We are active members of NY Small Scale Producers Association; an organization which is helpful in addressing legislative concerns for producers and farmers in NYS as well as developing business leads and growth and development and education. We also do some Farmer's Markets in Long Island, NY as well as other parts of Westchester, and New Jersey. We have a few Restaurant accounts; Abigale's Café and Chicken Masters in Brooklyn. Our product line consist of The "Original Sweet- HOT Pepper Sauce along with our marinating BBQ Sauce called Tange' ; which was once considered a seasonal item now is year round like our Cool-Hot HabanCranberry Jelly ; which is the "Antidote" to the Hot Pepper Sauce.

A Citrus-Chili Dry Rub, our special formulated Yellow Split pea "Hushpuppy" Mix called Pulourie and seasonal Sweet-HOT Fudge and Spicy Cheese Spread.

We utilize a culinary space at The Mac Kitchen in Kingsborough Community College, in Brooklyn, where we produce our spicy delights.

We are also members of the Brooklyn Chamber of Commerce and we recently had a write up in 2010 Summer Edition of Edible Queens which is part of Edible Communities Publications; a National Food Culture Magazine.

"Scusarsi, dove la aceto di balsamico produttore?"

'Huh?', you might say. I know. I said the same thing to the nice, Italian man's response to the above question.

Beth Linskey, Jeri Woodhouse, Ruth Schultz, and I, Liz Beals, were traveling around Italy before the Slow Food's Biennial event, Terra Madre, in Turino, Italy. We were trying to find the small balsamic vinegar producer in Modena that we had a scheduled tour with. I was driving us back and forth past the location where we thought his farm was supposed to be, but we didn't see any house. Finally, after more stops and directions, another lovely, Italian man had us follow in our car behind his to an itty-bitty, "you-would-never-see-it-if-you-didn't-know-it-was-there" driveway. The tour was beautiful and the man who makes the balsamic vinegar was amazing.

After our gallivanting around Italy to Slow Food restaurants and getting our car towed in Modena, we arrived to Turino unscathed for the conference.

Terra Madre featured the Salon d'Gusto which makes the Javitt's Center Fancy Food Show look like child's play. Every region of Italy was handsomely featured with every imaginable kind of food producer from chocolates, to a nona rolling pasta by hand, to preserve makers, to salumi specialists. Along with the regions of Italy, there were also featured regions of the world like honey producers from Africa.

Besides the tantalizing food show, there were the lectures that were offered. Jeri, Ruth and I attended the Small Scale Producers workshop to talk about difficulties and solutions to small scale production around the world. It turns out many farmers want to make jam on their farmsteads and can't due to regulations. In France, they have been using shared-use rentable kitchens (like in NY state) and one woman from Colorado that does goat's cheeses, milk, and eggs admitted that she simply flies under the radar. Interesting stuff!

At the same time, Beth attended the USA meeting for Slow Food. Carlo Petrini was there

and said that there was going to be a Slow Food conference in the USA next year, either in NYC or Washington DC. Stay tuned...

Beth was going to attend the fisherman's class, but the previous class in the room, on nutrition, ran over, so Beth listened to that one too! The presentation was about how in Tanzania, one of the main sources of food given to children is black tea. As you can imagine, they have discovered that it's not such a fabulous source of nutrients for growing children! So, they presented on how they have been educating parents on feeding the kids a porridge/cereal from grains, rather than black tea.

Then, when that class finally let out, the fisherman's meeting was able to begin. Alice Water's started by reflecting on how she had fallen in love with the fresh oysters in France and that when she tried to order them for Chez Panisse, they didn't taste the same. Then one day, her French oyster order didn't come in so she ordered oysters from her local fisherman and realized that the local, fresh oysters were wonderful, like the French ones. It's nice to know even Alice can have "a-ha!" moments! You can see our entire 10 days of fun, in all its details and photos on www.bethsfarmkitchen.blogspot.com.



Small Scale Food Processors Association of NY
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To:

SSFPA Board Members

Officers

Miriam Haas, Co-Chair, Hudson Valley
Bonnie Yox, Co-Chair, Allegany
Beth Linsky, Treasurer, Hudson Valley
Alison Clarke, Secretary, Finger Lakes

Board Members

Sherry Lantz, Fundraisng, Chautauqua
Cheryl Leach, Membership, Finger Lakes
Jeri Woodhouse, Marketing, Long Is.
Paul Yox, Marketing, Allegany
Mimi Fix, Hudson Valley
Dan Laiosa, Hudson Valley
Tom Frey, Adirondacks
Keane Chasten, NYC Region
Nirmala Gupta, Newsletter, NYC Region

Deadline for the Spring issue of the newsletter:
March 15, 2011

Submit articles to: Nirmala Gupta
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
website**

[http://nyssfpa.com/html/membership/
index.html](http://nyssfpa.com/html/membership/index.html) to pay for your annual,
renewal or corporate membership
dues.