



## Winter/ Spring'19 Newsletter

*The New York Small Scale Food Processors Association (NYSSFPA or Small Scale) was formed to represent and inform all small-scale food processors. The organization's workshops educate by mentoring, teaching marketing, connecting farmers and processors for value-added production, and guiding food-entrepreneurs in the use of current approved processing practices.*

NYSSFPA is composed of the following officers and committees:

President: Kathrine Gregory

Treasurer: Maria Grimaldi

Secretary: Deb Krajcik

Communication Committee: Megan Harris-Pero, Esq. (Chair), Deb Krajcik, Kathrine Gregory, Beth Linskey, Andy Dufresne

Education Committee: Maria Grimaldi (Chair), Martin Broccoli, Kimberly LaMendola, Lois Wallace, Steven Hadcock

Membership Committee: Bob Bleistein (Chair), Sandra Martinetto

Newsletter edits and design by: Bhavna Punjwani, Kathrine Gregory, Megan Harris-Pero

SmallScaleNY@gmail.com

Have a question?

Need some info?

Email us and you will receive a response from one of our board members within 72 hours (remember we are all volunteers and running a business also).

Please add SmallScaleNY@gmail.com

to your contact list to receive our

Quarterly Newsletters

Bi-Weekly E-blasts with Time Sensitive Information

### **CHANGE YOUR ADDRESS? OR EMAIL?**

Please remember to let us know so that you don't miss receiving important information.

Send us an email with the update to

**SmallScaleNY@gmail.com**

## *President's message*

*To my fellow members,*

*Somehow it is Spring. Wasn't it just last week that some of us had a chance to speak face to face at NOFA? In spite of the stress of the blizzard and wondering how to travel home; we had a good time. The weeks have flown by and I haven't accomplished as much as I wanted to do and I am sure it is the same for you.*

*The NOFA conference brought out some very important points to ponder about our place/actions on this earth.*

*"Climate of Change" can refer to:*

*\*our actions to protect our world environmentally*

*\*to our interaction with others*

*\*even to how we grow our business and continue to love what we do.*

*What actions can each of us take on a personal and business level? Because of the seminars I attended (especially the one from Kathy of Clean and Healthy NY) I have changed some of my personal habits and I am definitely reading labels on everything. Professionally, I am looking to empower more people; either as employees or budding foodpreneurs.*

*Small Scale Food is also reacting to "Climate of Change". We are attempting to do things electronically to save a tree branch. We are working with each of you in helping you promote yourselves (have you checked your 50-word promo on the website?) and making connections with each other to grow your business. We are adding events we have heard about to the Facebook page so you can attend a seminar if it is good for you (have you 'friended' us so that when we post you receive notification?)*

*What are you doing for your "climate of change"; not only actions to improve the environment but changes in behaviors to improve your life.*

*We thank all our new and renewing members for believing in the mission of Small Scale Food; by renewing or joining you are helping the organization to grow. We welcome our new corporate members; you can read more about them in this newsletter.*

*Spring is a time of growth for plants and ourselves.*

*Happy Spring!*

*Kathrine*



# NOFA-NY 2019

The theme for this past NOFA-NY Winter Conference was the “Climate of Change.” In this capacity, NOFA-NY was quick to partner with local farmers, agencies, and many organizations like ours, to provide training and workshops about recent changes in food regulations, the cannabis industry in New York State, health food trends, business training, kitchen demos, and much more. Inspired by this year’s theme, our corporate members this year, who also attended the conference, will write about the changes they see in their professions and what the impact of that will be.

## 2019 Board Meeting

We also held our annual board meeting, where we elected our board for 2019.

### Here is our current board:

Kathrine Gregory, President  
Deb Krajcik, Secretary  
Maria Grimaldi, Treasurer + Education Committee Chair  
Megan Harris-Pero, Communication Committee Chair  
Robert Bleistein, Membership Committee Chair  
Lois Wallace  
Stephen Hadcock  
Andy Dufresne  
Kimberly LaMendola  
Beth Linskey

### 2018 Recap

- We had our first joint workshop with the Fulton Street Stall Market in NYC. The seminar, which focused on the resilience required by all food processors, especially women, had over 40 people in attendance.
  - We completed our service learning project with Queensborough Community College. The students of a marketing class reviewed our brand and message, and we met in Spring 2018 with the professor to review the class’ findings.
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- We have been working diligently to standardize and streamline our financial and accounting systems when it comes to taxes, online accounts, and memberships.
  - A streamlining effort of our operational structure which led us to better understand what needed to be done for us to grow in an efficient and effective manner. Committees will have more clear and specific roles to fill in 2019.

## 2019 Board Meeting Cont'd

### 2018 Recap Cont'd

- As always, we are a sponsor of the NOFA Winter Conference. This year, we purchased an additional booth to allow you to sell your products. This is great opportunity for exposure, marketing, branding, and selling.
- Invoicing 2019 membership renewals to already existing members lead to greater retention of membership. This year, we had the highest response rate before NOFA Conference.

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## WHAT IS NEW AND EXCITING IN 2019

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- New faces in the Committees!
  - \*We are looking for faces that are willing to put in a minimal amount of hours per month to be responsible for certain, outlined tasks within each committee!
  - \*The committees are: communication, education, and membership.
  - \*Each committee gets a certain amount of time to work with the administrative assistant.
- Maria, the Education Chair, will be working on strategic plan that will cover the direction NYSSFPA is headed for the next five years.
- We are increasing our outreach, engagement, and value adding efforts. This means: expect more emails, more social media, more innovation in our newsletter and e-blast.
- Small Scale also looks forward to increasing our partnerships between other agencies, organizations, for profit businesses, and food entrepreneurs throughout NYS to reach places we do not have a presence yet and also strengthen our presence where we already do.

We hope to work with you in our efforts to serve you better this year!



Board Meeting  
January 18, 2019

# CLIMATE OF CHANGE

What do our corporate members have to say about how change is affecting their fields?



**Corporate Member Bob Bleistein of Eastern Classic Coverage**

<https://www.classiccoverage.com/>

**Bethpage, NY**

## Employee Practices Liability: Every Business is Exposed

Sexual accounts of misconduct are hitting the headlines every day. The #MeToo movement has made business owners and managerial staff across the country more aware of their interactions with both co-workers and clients. The inappropriate behavior under scrutiny is not exclusive to businesses of any given size. A single claim may cripple or devastate a small or growing business or cost millions from larger companies. Worse yet, is that most business policies specifically exclude coverage for such behavior. Employment Practices Liability Insurance—generally written as a separate policy—will help protect a business owner from a broader array of these occurrences.

Employers who have one employee or more need to look at their business deeply and see what specific daily interactions might require further research with their business's insurance advisor or a possible conversation with your attorney.

EPLI insurance should not be purchased as a "one size fits all" policy if it is going to help protect a business's assets, and by extension, its reputation. EPLI may include protection based on many items such as wage and hour discrepancies, sexual harassment, wrongful acts, employees who feel mistreated amongst other instances; the risks of which will vary considerably from one company to another. It is important for business owners to be aware of these facts when deciding on an EPLI policy, so that their company is paying only for coverage relevant to their company's operations. These policies are a must-have for any business with more than one employee, as they are relatively inexpensive when compared to the coverage they provide.

The next time you hear or read a story concerning sexual harassment, workplace discrimination, or anything related to the #MeToo movement, think about how EPLI can affect your business and think about your decisions to provide a safe workplace and worry-free environment for you and your employees.



**Corporate Member Megan Harris-Pero, Esq. of Harris-Pero Legal Counsel, PLLC  
Estate, Business and Elder Law Planning**  
[www.HPeroLegalCounsel.com](http://www.HPeroLegalCounsel.com)  
Saratoga Springs, NY

## Climate of Change- Immigration and Deferred Action for Childhood Arrivals (DACA)

By Megan Harris-Pero, Esq. and Miller Young Fina

This year's NOFA-NY Conference theme was Climate of Change. Presenters spoke about various changes- in weather, in soil and planting practices, in business, and in immigration. As Spring is coming, we are all preparing for changes. For this newsletter, we have thought about different changes that may affect our members. Though one might not think about immigration and food directly, there are many links between our food, food production, and immigration.

As a firm that primarily focuses on business and estate planning, we have had some exposure to immigration laws and specifically the deferred action for childhood arrivals program as it impacts small business owners and their employees. This article is a summary of some of the current discussions among law practitioners about the practical needs of those who may qualify for deferred action status (just one current immigration issue that seems to be in a flux of change).

Deferred Action for Childhood Arrivals is a program founded by executive action under President Obama's administration that has been the subject of many court challenges ever since. The idea behind the program is to allow young adults who arrived in the United States as babies or young children and spent a significant portion of their life here without returning to their home country to apply for a work permit from the government in exchange for sharing personal information including criminal background information and submitting to finger printing (applicants pay a large fee for the application and finger printing services). The program thereby allows young adults the opportunity to have legal documentation for their studies or occupations and helps the government prioritize their immigration focus on deportation of immigrants who are harmful to society (those who commit criminal acts other than unlawful presence). DACA recipients and advocates are also known as Dreamers for their efforts to try to get Dream Act legislation passed to create a pathway to citizenship.

As we all know DACA has been making its way through court systems across the United States. The big things we need to be aware of are that most of the cases that are in the court system right have helped keep DACA functional. Though no initial applications are being accepted right now, renewals are. It is important that people who need to renew in the next year or so begin the renewal process now. Currently, it looks like the Supreme Court will not hear a DACA case this year. It is likely that the Supreme Court will not hear any cases regarding DACA until January 2020 at the earliest. Injunctions for DACA will remain in place until the Supreme Court publishes opinions on DACA. It is likely that this will happen sometime in the next two years which is it is recommended that anyone who's DACA may expire at the end of 2019 or beginning of 2020 begin the renewal process now.

## **DACA Cont'd**

Here's what you need to know about the renewal process: USCIS is accepting renewals for anyone who has had DACA or applied for DACA. So, if your DACA expired and you didn't renew, you qualify. If you applied for DACA and your case was terminated, you qualify. The one exception is that if your DACA expired **on or before** September 5, 2016 your application would be considered an initial application and you would therefore be ineligible to receive DACA.

Renewals can be submitted up to a year in advance so if your DACA expires at the end of 2019 or beginning of 2020 you should begin the renewal process now. It is likely that there will be a program after DACA and we recommend that people begin to collect documents proving long term residence in the United States and saving money in case DACA is canceled or eligibility status/requirements change. At this time it is increasingly important to begin looking at other paths to citizenship. If you have a sibling or immediate family member that was born in the United States, that is one path you may take.

Things to keep in mind are that there will likely be a new version of the Dream Act introduced. The Dream Act dates back to 2001 and its most recent incarnation was introduced in 2017. The version introduced in 2017 had pathways to conditional permanent residence, lawful permanent residence, and citizenship. A vote will likely happen this spring but it will be an uphill climb to get the Dream Act signed into law because the House of Representatives, the Senate, and the President would all need to sign off on the Act.

With all of this in mind, it is important to remember that immigration policies and programs are complex. Some of them take years to complete. Be sure to verify the credentials of an attorney or accredited representative if you work with one to apply for DACA. It is recommended that you have a consultation with an attorney to go over your options and the requirements for a DACA renewal application. A consultation will help to cover all of your bases and may alert you to some changes and possibilities for the future.

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## **Welcoming Two New Corporate Members!**

### **Jason Calicchia**

SO Logistics  
New York, NY  
Jason@so-logistics.com

Manufacturer of organic essential oils used in aromatherapy and as a flavoring.



### **Christopher Trow**

ADAK Software  
Ballston Spa, NY  
TrowC@ADAKSoftware.com

Provider of world class crop scheduling software for grower farmers producing vegetables and flowers.







**Corporate Member Maria Grimaldi, Education Committee Chair and Farm to Market Consultant**

## **NYSSFPA Strategies for Change**

Strategic planning for public and non-profit organizations has become essential to guide and strengthen organizational achievement and stability. Over the years, NYSSFPA has evolved as the go-to organization for small scale food processors, especially those connected to the farming community. The reach of NYSSFPA encompasses many areas including but not limited to the Finger Lakes representing a hub of farming activity, and New York City representing the central hub of markets. Through the generous cooperation of the Long Island City, Queens incubator—The Entrepreneur Space, we have moved NYSSFPA offices there to centralize our bookkeeping and communications. We have hired an amazing part-time administrative assistant to handle membership enrollment and inquiries from existing members and aspiring food processors.

An essential component to strategic planning is increased outreach to existing members and non-members, to determine what they expect from us. What are we doing well? What new areas need to be addressed? How do we more fully engage the talent within our membership to fulfill our mission? These are the questions we will be asking you in a survey which will be sent to you in April. I ask you to return the survey electronically, by snail mail, or by a brief chat on the phone if called by Bhavna, our administrative assistant. We value your time as well, but we know you are filled with ideas, creative and with good suggestions, on how we can best serve you, our membership, as well as attracting new members by inclusion rather than exclusion. NYSSFPA was formed to establish a community network of knowledgeable food processors and educators who can help each other to move forward in establishing viable businesses in this era of food focus. Your opinions and suggestions will be taken seriously as we move to finalizing our Strategic Plan by early summer.

You can fill out the survey electronically by clicking on this link:

<https://www.surveymonkey.com/r/H7MHLK3>

## Spotlight from our Founder

### SMALL SCALE FOOD PROCESSORS UNITE!

Founder: Alison Clarke

Have you a product you processed that your friends are saying "You ought to make this to sell in the community" (and then possibly beyond?)

I started this organization as a grass roots effort to help small food producers. The farms had the beautiful produce and wanted to sell it, but had no idea how. We have been offering courses for "start-ups" or those who have been selling for a while. Basically, we help with initial steps or "help along the way" to getting started in the marketing of your product. We hold workshops during the year and at the Northeast Organic Food Assn. Conference and elsewhere. We are here to aid your marketing trip in any way through workshops or one to one help.

*Editor's Note: Alison heard this comment over 20 years ago and answered the call. She started NYSSFPA in 2000 because as a community organizer, she saw the need for food processors to band together and support each other. She started by going around the Finger Lakes Region and having small get-togethers where small manufacturers could share information and help each other. From these seminars came the Value Added Institute with the one-day seminars based on solid information from business owners who have been there and done that. Today we host over 8 seminars at the NOFA Annual Winter conference and are always looking to partner with other organizations to host more in the different regions. She is the inspiration for what we have today.*

#### NOFA 2019 Pictures

Our members counterclockwise:  
Maggie Brewer with Emma Coggi  
(new owner), Mike Merwin, Sandra  
Martinetto, Denis Marrerro

