

# PROCESSOR

Volume 1 Issue 1

October- November 1998

*This is the first issue of the new newsletter for small scale food processors. We hope that you will use this to gain and exchange information to better your endeavors. We would appreciate any input on how to make this newsletter work for you. If you have any articles you would like to see in this newsletter (or any constructive criticism), send it to: Amanda Hewitt, Cornell Cooperative Extension of Oneida County, 121 Second St., Oriskany, NY 13424.*

## Small-Scale Food Processors Hold Meeting in Canton

by Amanda Hewitt

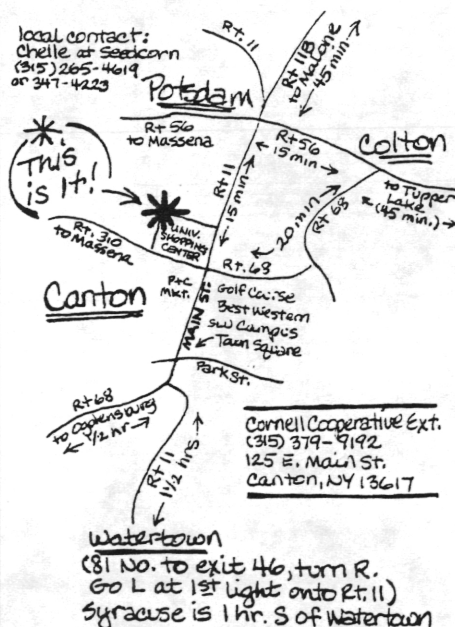
On October 23, from 4:00 to 6:30 pm, there will be an informational meeting for anyone interested in finding out what the Small-Scale Food Processors Association is all about. This meeting will be held at the St. Lawrence County Cornell Cooperative Extension office in Canton. (see the map in the next column).

Dinah Miller will spend a few minutes talking about the incubator kitchen project she is working on in the Malone area, and Nancy Welch of Cooperative Extension will discuss micro-enterprise loan funding.

Past meetings in other regions have been very successful in bringing new and veteran food processors together. New connections were made, great information exchanged, and as one processor put it, they felt like "they weren't out there all alone".

There are now regional chapters of the Small-Scale Processors Association in 5 of the 10 tourism regions in New York State. The goal is to have a chapter in every region by the end of 1998.

If you would like to come to this meeting, or would like information about having a meeting in your area, feel free to call me at: Cornell Cooperative Extension of Oneida County, (315)736-3394.



## Small-Scale Food Processing Project To Receive CaRDI Innovator Award

by Duncan Hilchey

The Small-Scale Food Processing Project has been chosen by Community and Rural Development Institute (CaRDI) as the winner of a 1998 CaRDI Innovator Award. This competitive award is given each year to worthy Cooperative Extension programs and projects around the state that creatively and successfully address rural problems or opportunities. The Small-Scale Food Processing Project is among three recipients this year.

The awards presentation will be Thursday, November 19, 5:00 to 7:00 pm in the Johnson Museum at Cornell University. In addition to this ceremony, representatives of the project will lead a one-hour presentation for 30 USDA state community development directors from around the country who are meeting on the Cornell campus that week. A \$250 honorarium will also be contributed to the SSFP Association.

Thanks and congratulations go out to all the processors, organizations and agencies who have made this project a success. Let's keep up the great work!

## Introducing NY Farms!

by Glenda Neff

What will it take for agriculture to survive and thrive in New York State? How can we build a vibrant, profitable and diverse agriculture and food system, one that meets the needs of farm families, consumers, and the environment?

Over the last three years a campaign to strengthen New York's agriculture and the entire food system has emerged. It's called NY Farms! This broad coalition is determined to tap the power of consumer choice and citizen support with a vision that goes beyond saving the farm. The viability of farms in NY State is intertwined with the health of the entire food system, from seed to table. Along with farms of all sizes and kinds, NY Farms! envisions a diversity of suppliers, processors, marketers, and distribution channels. The whole food system contributes to a robust economy and dynamic community.

### Buy NY!

The NY Farms! campaign is currently focused on a "Buy NY!" message. "Where does your food come from?" As we heighten the awareness of consumers, we hope to build demand for NY-grown farm products of all kinds -- vegetables, fruits, meats, fish, eggs, dairy, juices and cider, maple syrup, honey, and in all its forms -- fresh, frozen, smoked, processed, fermented (like sauerkraut, and don't forget NY State wine!)

### Regional Marketing

Several regions of New York have started to market their farm and food products as a region. The most no-

table example is the Hudson Valley Harvest, whose founders were also instrumental in forming NY Farms!. Many small scale food processors are HVH participants. This summer,

*The viability of farms in NY State is intertwined with the health of the entire food system, from seed to table.*

NY Farms! awarded Western NY a mini-grant to start a similar marketing campaign. Catskill farmers are marketing their specialty vegetables and meats in the Big Apple with a "NY City Watershed" identity.

### Sound Familiar?

There are many opportunities for NY Farms! and the Small Scale Food Processors to work synergistically. Whether or not you as a food

processor currently use NY-grown ingredients, the viability of your venture is important to the NY Farms! vision. We're all in the same boat, paddling as hard as we can to keep afloat! The NY Farms! coalition includes businesses, farms, policy makers, nutritionists, environmentalists, and anti-hunger groups.

For more information about the marketing campaigns or NY Farms! call

1-888-NY FARMS (888-693-2767)

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NY Farms!

PO Box 1491 Auburn, NY 13021

p: 315-255-9267 f: 315-255-9283

nyfarms@baldcom.net

## GRANTS We're Working On

*The members of the Small Scale Food Processing Association Working Group have been seeking funds to keep this project rolling on. We will be meeting several times in the next few months to work on these and other grant opportunities. If you would like to be involved, or if you have suggestions of other grants you know of, please call Amanda!*

**SARE GRANT:** *this grant proposal is due in early December. It needs to be written with processors in the lead role.*

**FSMIP (Federal State Marketing Improvement Program).** *This grant could help us fund this newsletter and the staff to write it and do assorted mailouts to the SSFP Assn. for 1 year, until the Association could take over.*

**KELLOGG GRANT** *The Fingerlakes Regional Chapter may work with others to create a Food System grant.*



## The World's Supermarket at the NYS Fair *by Amanda Hewitt*

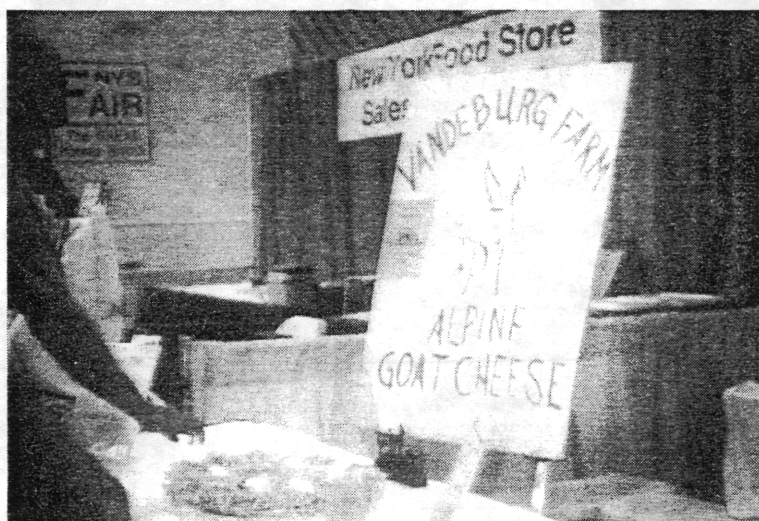
Each year the New York State Fair runs for about a week and attracts almost 900,000 visitors from across the state. This year the Fair set attendance records.

A year ago the Department of Agriculture and Markets introduced its "Food Store New York" exhibit at the Fair. The exhibit, designed to represent a typical grocery store aisle, was stocked with food products produced, processed, or manufactured in New York State. It included grocery, produce, refrigerated, and frozen foods sections. Fair visitors were able to see that virtually every food product found in a food store today is available from a producer, processor, or manufacturer right here in New York.

This past year I was approached on behalf of the Small Scale Food Processors Association to solicit our participation in this event. Three levels of participation were available: displaying food products in the appropriate food section of the grocery store set-up, representing and/or sampling of products on pre-selected days (at no cost), and actually selling product to fairgoers (at a cost of \$75 per day).

Participation forms were not returned to me, therefore, I do not have a count as to how many of you participated. I did see many of your products represented, and I hope next year we can do even better.

If you did participate, and have some input to help improve next year's project, please call or write me. I'd love to hear from you.



### INFORMATION EXCHANGE

*We would like to have a space in every issue of this newsletter for processors to use to get or give information. Please direct your information to Amanda Hewitt, Cornell Cooperative Extension, 121 Second St., Oriskany, NY 13424. (315) 736-3394*

Marjory Turner would like some help finding dressing bottles. She is not happy with the quality of the ones she is using now. If you can help, call Marjory after 6:30 pm at (315) 339-4806.

# Annual Meeting Opportunity for SSFP Assn.

This year the New York State Vegetable Conference Committee has identified small scale processing and fresh cut value added as two priorities for the 1998 Conference to be held in Syracuse on **February 9-11, 1999.**

The Small Scale Food Processors Association has been given the opportunity to attend this conference, and use it as our statewide meeting.

This opportunity has several advantages:

Syracuse is in the center of the state, on the Thruway, and easily accessible to many people.

The conference is already set up. Our members would get lunch, educational sessions, and the opportunity to attend the trade show. If you would like to participate in the trade show, please call Jean Warholc at (607)539-7698. It may not be too late to sign up!

The New York State Vegetable Conference Committee is willing to handle the mailout.

And...last but not least, they have money to pay for speakers that will meet our needs and the needs of the members of their association.

We would appreciate your input on this meeting. Please mark your calendars. You will be receiving another mailing on this conference in the near future.



## CALENDAR

### NOVEMBER

**5 Buy Local Campaign meeting.** 9:30 am to 2:30 pm., Cornell Cooperative Extension office, 420 E. Main St., Batavia. Cooperative Extension, Chamber of Commerce, Farm Bureau, and others, have been working together on a mini-grant from NY Farms! since August. They are looking for any potential partners to attend this meeting.

**7 Creating a Healthy Local Food System & Ag Landscape of Our Dreams.** Regional Farm & Food Project's Annual Meeting & Community Harvest Dinner. Albany. (518)426-9331

**20 & 21 Your Food Today and Tomorrow.** Just Food Annual Conference and SSFP Assn. regional membership campaign. Call Kathy Lawrence (212)674-8124 ext. 207

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