



THE NEW YORK SMALL SCALE FOOD PROCESSORS ASSOCIATION, INC.

PROCESSOR

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Board of Directors Meets

Would you like to be a part of the planning committee for the next annual meeting on April 5 & 6? We are currently looking for help on committees such as: entertainment

workshops advertisement program packet

Please contact Amanda Hewitt to sign up! (315)736-3394 amh23@cornell.edu

The first meeting of the new board of directors of the recently incorporated Association met in Voorheesville in August.

The room was full of energy as the 16 members of the board and regional representatives discussed product liability insurance, web page design, spice buying, and the next annual meeting.

With several insurance companies submitting bids, Rose and Kiernan came out with the best. As a member of SSFPA, you can call 800-830-0705 with the information about your product and get a quote on product liability insurance to meet your needs. If you need more information on this you can call Dave Evans at the Adirondack Kitchen 888-280-7409.

You can look forward to more information on the buying of spices in the next few months. We are currently working out a special purchase arrangement

for SSFPA members to buy their spices at the best possible price.

A Web page for the Association (with links to processors) is in process. A draft form will be submitted to the board at the next meeting. The next meeting of the board, regional reps, and anyone interested in serving on the annual meeting committee is October 13 at Morrisville College.

The plans for the next annual meeting were begun. This meeting will be April 5 and 6, 2001. We are working on the location and the speakers at this time. We hope to finalize these and other details at the next board meeting!

The board members enjoyed a catered luncheon and lots of energetic dialogue ensued. One thing I love about these meetings is the level of energy that seems to vibrate in the room. One can't help leaving feeling recharged and ready to tackle anything!

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Networking Column

Do you have a piece of equipment you would like to sell? Do you have an agricultural product you think other processors could use? Would you like to find someone else to share a truckload of jars? Do you need help finding a product?

Here is the place for you to advertise! Share information or get help from other processors! Contact Amanda Hewitt to put your piece here.

MENTORING PROGRAM UPDATE

By Alison Clarke

To date we have matched two people involved in producing flower essences and herbal extracts with excellent mentors. I observed the exciting process as Jean Argus of "Jean's Greens", a small farm and good sized mail order business, asked clarifying questions and offered suggestions on priorities to Lise Toch who has at least three strong potential products involving herbal extracts. The discussion ranged from regulations and production barriers and opportunities to distribution and marketing, and ended up with a good discussion of priorities.

Another partnership that has been set up is between mentor Amy Machimer of Hurd Orchards, and Modesto Capelluti; fruit farmer, to help add more value to his diverse fruits through jams and jellies as he has already begun to do with juices.

Successful free range lamb, poultry and angus farmers Jim and Adele Hayes, who have mentored and given workshops to many, will be working with farmer Jim Pecora and his diverse poultry and fowl production to plan and prioritize his processing and marketing.

We have mentors available in maple syrup processing, and are looking for a mentor for a garlic farmer interested in pickling garlic and making salad dressing. We have fine mentors about to retire from the apple butter business who would be willing to mentor and move someone into an established business.

There are those processors who have successful mixed-season businesses such as farmers Katy Lince and Seth Travins and are looking to "grow their business". We are toying with a group meeting of two fine sauerkraut producers to see if, with a marketing mentor, they can help each other by brainstorming their problems and solutions.

Mentoring holds promise and we are learning it has many facets. We welcome applicants as mentors and mentorees (some folks can be mentors in one area and mentorees in another!), and to share experiences and suggestions. We have had staff from three different states' Agriculture and Marketing Depts. calling to follow our project. We look forward to learning from one another ways to support adding value for farmers and others and building the economy of our communities as well.

If this sounds like something you would like to participate in...either as a mentor or mentoree...Now is the time to act!

Contact Alison Clarke at:

alisonclarke@mymailstation.com or 716-394-0864 or

Contact Adele Hayes at:

518-234-2105

HAPPENINGS

Cruising the World Wide Web

new internet site new internet

If you have any information you would like to see listed on this page, contact Amanda Hewitt at (315)736-3394 or amh23@cornell.edu or Cornell Coop. Extension 121 Second St Oriskany, NY 13424

Save the Date: Upcoming at The Northeast Center for Food Entrepreneurship

Dec 8: Fermented sausage & Jerky Workshop

Jan 9 & 10, Jan 23 & 24, Feb 20 & 21: Nxlevel Entrepreneurship Training for Small & Specialty Food Producers (two-day sessions)

Feb 5: "A Taste of Specialty Food"

Mar 22: "Food Safety for the Entrepreneur"

For information on these and other classes available through the Food Research Laboratory in Geneva, contact:

Olga Padilla-Zakour (315)787-2259 or Judy Anderson (315)787-2273

Labeling and Packaging For Maximum Sales

Get your creative juices flowing! Customers buy with their eyes — and it is the image and packaging of a product that capture sales. Did you know that New York State mandates that certain information appear on labels and packaging? Discover the information, format, and resources to create and design effective product packaging that customers can't resist and that meet New York State labeling guidelines. Extensive resource material provided.

Location: Broome Community College, Library 3

Instructor: Linda LaRosa Mosner

Cost: \$29

Time: Monday, October 23, 6—8:30pm

For More Information:

Contact Sandra Balzhiser at **phone**: (607)778-5341 **fax**: (607)778-5535

email: balzhiser s@sunybroome.edu

UPCOMING CHEESE CLASS POSSIBILITY

Due to the overwhelming response to the Advanced Cheese-making Class being offered by the Regional Farm and Food Project in eastern New York State, they are considering offering an Introductory Cheese-making class.

This class would be a two-day course geared toward people who want to make a business of farmstead cheese. Minimal experience necessary. This will take place in central or eastern New York (the place has not been set yet).

If you would be interested in this kind of a workshop, call Tracy Frisch or drop her a line at:

Regional Farm and Food Project 27 Elm St Albany, NY 12202 518-426-9331

Cornell Cooperative Extension of Oneida County 121 Second St . Oriskany, NY 13424 S OCT 19'00 S O A 4 S

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