

INSTRUCTOR BIOGRAPHIES AND COURSE OUTLINES FOR NYSSFPA ADIRONDACK INSTITUTE

SESSION 1: WATERTOWN, NY DATES: OCTOBER 7 & 8

Location: Cornell Cooperative Extension, 203 North Hamilton Street, Watertown
Phone: 315-788-8450

Friday, October 7, 9:00am to 12:00pm

Course Title: *Processing Fruits and Vegetables for Market*

Instructor: *Beth Linskey*

Beth Linskey started Beth's Farm Kitchen (BFK) 30 years ago in Stuyvesant Falls, NY intending to sell in the Greenmarket in NYC and using local fruits and veggies. It has been an exciting time since the '80s when the importance of using local food to feed local people began to be recognized.

The jams were not enough so we added relishes, pickles and chutney. The chutneys are culturally diverse and help people eat in a healthier way. They offer no fat, no added salt and lots of flavor. We are facing a huge obesity problem and chutneys are part of the answer.

BFK makes jams to sell at retail through the Greenmarkets, the web and mail order, wholesale to shops and farm stands, restaurants and bakeries. Also BFK sells frozen fruit to bakeries and even popsicle people. Co-packing for farms with their fruit and veggies is a newer venture for the kitchen.

Beth has been and is currently a board member of the NYSSFPA and is a member of the advisory board at NYC Greenmarket.

COURSE OUTLINE

- Equipment
- Quality of the produce used
- Preparation of fruits and veggies. Cleanliness to peeling & chopping
- Cooking methods; canning, freezing, dehydrating
- Containers: size, shape, quality
- Cooking containers
- Use of pectin or not, making your own?
- Hot water bath or just hot pack, pressure canning
- Storage
- Distribution
- Rules and regulations including scheduled process and 20C license, taxes, NYS45, workers comp, disability, liability insurance, home processors exemption

Friday, October 7, 1:00pm to 4:00pm

Course Title: *Models of Shared Use Kitchens*

Instructor: *Katherine Gregory*

Katherine Gregory has been involved in various sectors of the Food Industry since 1976. She has operated/owned restaurants, managed catering companies/on premises banquet facilities, and founded a consulting practice to the food industry specializing in crisis control, and helping start-up food manufactures grow their business. She has

worked with non-profits creating special fund-raising events. In 1996 she created Mi Kitchen es su Kitchen® the unique concept of the “Kitchen Incubator”; a fully equipped facility where small entrepreneurs could rent a professional kitchen space for just the time they needed. The incubator provides a nurturing ambience where these small start-ups can grow their business, affordably. Her first successful incubator was established in Brooklyn. She is currently grooming this concept for nationwide expansion.

COURSE OUTLINE

Becoming a food entrepreneur is more than just having a great recipe. You need to make sure you have taken certain steps and followed all the regulations. But it certainly can be done and not for the exorbitant cost you are thinking you need to spend. Using a shared use kitchen is the perfect way to start your business without intense capital outlay and while keeping your day job!

This seminar will cover all the aspects you need to consider to start and grow your business. It will discuss the issues you will face in working in a shared use space and the many benefits. There is no reason why you can't be the next Mrs. Fields!

Saturday, October 8, 9:00am to 12:00pm

Course Title: *Small Scale Meat Processing and Marketing*

Course Instructor: *Lorene Nans*

Lorene is co-owner with her husband, Russell, of Spring Brook Farm in Weedsport. She had no background in farming when she purchased her 190 acre farm in Cayuga County in 1999. Through the help of grants, mentoring, workshops, and good old fashioned hard work, they renovated an old dairy into a multi-species grazing farm. Russell eventually quit his “day job” in 2003 and began working full time on the farm producing calves, piglets, hay and organically grown feeds. A vineyard with vinifera and table grapes was added in 2009. The couple direct markets all of the meat from their animals through their on-farm market by using both a USDA processing facility and their own on-farm meat processing facility. They also direct market their meat to restaurants, local food stores, farmers markets, co-ops and local CSAs. Lorene and Russell also have eight children! Lorene is also the Agricultural Outreach Educator for Cornell Cooperative Extension in Onondaga County.

COURSE OUTLINE

- Retail vs. Commodity Production
- How Do I Add Value To My Product?
 - Socially, Psychologically, Physically
- Relationship Marketing
- Processing Issues
- Pricing Your Products
- Questions and Answers

SESSION 2: BALLSTON SPA, NY DATES: OCTOBER 21 & 22

**Location: Cornell Cooperative Extension, 50 West High Street, Ballston Spa
Phone: 518-885-8995**

(Note that there are two courses scheduled for this Friday morning. You will be able to attend only one of them)

Friday, October 21, 9:00am to 12:00pm

Course Title: *One Stop Shopping for Food Business Start-Ups*

Course Instructor: *Mimi Fix*

Instructor and author Mimi Shotland Fix began a baking career from her licensed kitchen. She later opened a bakery and café, and then worked in corporate R&D kitchens. She recently returned to school for an MA in food studies and wrote two books, *Start & Run a Home-Based Food Business* and *Home Baking for Profit*. Her website BakingFix.com was created to offer continued support for small food businesses.

COURSE OUTLINE

With minimal start-up money anyone can turn their kitchen into a lucrative business. This workshop is an overview of the necessary steps to becoming a legal home-based food processor. We'll talk about:

- Allowed products under the New York Agriculture and Market rules
- Product development
- How to price, label, and package products
- How to find customers
- How to set up a simple bookkeeping system.

In the event you are unable to operate your business from home, alternatives will be discussed. Attendees will leave with a checklist for moving ahead and resources to help with the details.

Friday, October 21, 9:00am to 12:00pm

Course Title: *Processing Fruits, Vegetables and Herbs for Market*

Course Instructors: Jeri Woodhouse, and Beth Linskey

Jeri Woodhouse is a small scale food processor located in Cutchogue on the eastern end of Long Island. She launched A Taste of the North Fork 8 years ago and created a line of specialty food items using farm fresh produce including the fruits and the wine of the region which are sold on-line, in our retail store located in Peconic, NY and through local gourmet food markets.

In 2010, a separate division, North Fork Specialty Kitchen, Inc. was created to expand the company's wholesale private label operation which processes customized specialty food products for a select group of chefs, growers and vintners. North Fork Kitchen is certified organic by NOFA-NY.

See the Watertown course listing for October 7, listed previously, for Beth Linskey's information and full course outline

Friday, October 21, 2:00pm to 4:00pm

Course Title: *Local and Sustainable Marketing*

Course Instructors: *Beth Linskey and Jeri Woodhouse*

See information for Beth Linskey and Jeri Woodhouse in previous sections

COURSE OUTLINE

- What is the right market for your product?
- Who is your competition?
- What size container would sell in the market you want?
- What price point can you sell in this market?
- How do you figure out the price of your product?
- What margin is there in your product?

Saturday, October 22, 9:00am to 12:00pm

Course Title: *Small Business Profitability Makeover*

Course Instructor: *David Rudofsky*

David is president and founder of Rudofsky Associates (www.RudofskyAssociates.com), a consulting firm founded to help businesses solve financial and strategic issues. Clients have been across wide range of industries, including food and beverage, private equity firms, manufacturing, education, healthcare, publishing and not for profits.

In addition to consulting, David teaches “Managerial Accounting and Finance” at Polytechnic University and has developed and taught “Finance for non-Financial Managers” for a number of corporate clients. He has been an invited speaker, for Small Business Trends Radio, attendees of the Fancy Food Show and the New School on topics ranging from pricing strategy, new business planning to starting a consulting practice. He has been quoted in “The Wall Street Journal”, “INC” and “Entrepreneur” and had a number of articles addressing best practices for small businesses published in the “New York Enterprise Report” as well as a booklet on “Best Financial Practices” which the National Association of Specialty Food Trade distributed to their membership.

COURSE OUTLINE

- Refine your pricing tactics by checking out the competition.
- Determine which product lines are profitable and which aren't.
- Save on purchasing, by applying the same approach used by larger companies.
- Determine when you need outside experts to cut costs, such as insurance, rent and utilities.
- Tighten up your accounts payable process to improve cash flow.
- Create an annual budget and use it effectively.
- Manage expenses through accountability

SESSION 3: MALONE, NY DATES: NOVEMBER 4 & 5

Location: ComLinks, 343 West Main Street, Malone

Phone: 518-483-1261

Friday, November 4, 9:00am to 12:00pm

Course Title: *Frozen and Vacuum Packaging of Local Farm Produce*

Course Instructor: *Anna Dawson*

Retired farmer and Home Economics Teacher Anna Dawson, has spent the last twelve years exploring freezing the local harvest - 21st century style. Based on memories of Cornell Professor Baker's vacuum packaged chicken, Anna explores freezing and vacuum packaging produce. Anna received two grants from NESARE which resulted in a 2005 website focused on the nutrition of local foods.

COURSE OUTLINE:

Freezing extends the season for many local foods. May's asparagus gems still have their beautiful green color way into fall. Zucchini's bounty becomes a basic vegetable for soup and stir fry kits long into winter. New "Crock Pot Meal" kits utilize tough meat cuts and stored winter vegetables. Frozen cooked whole grains and dry beans add fiber and convenience to main dishes. Quick Bread kits with frozen liquid ingredients and a separate package of dry ingredients make any consumer a successful baker. Anna also creates fruit sauces that contain only 5% to 15% added sugar thus replacing conventional jams that can have up to 65 % added sugar. These whole fruit sauces become sodas any mother would approve of. In addition to fruit roll ups the sauces create juices, smoothies, mousse, sorbet or milk shakes. New fruit and vegetable based desserts become tasty puddings that avoid the calories of a pie crust.

Anna is a teacher intent on inspiring others' creativity and financial success based on producing nutritious frozen and vacuum packaged foods for families, day care centers and small group homes. Sixty year-old simple, reliable vacuum packaging technology combined with computerized nutrition analysis, a future bi-weekly sales website and video clip food demonstrations turn nutrient dense local foods into the healthiest consumer choice in town. Come and taste the opportunities.

Friday, November 4, 1:00pm to 4:00pm

Course Title: *Models of Shared Use Kitchens*

Course Instructor: *Elizabeth Beals*

Liz Beals is a graduate of the Culinary Institute of America and has been the head jammer at Beth's Farm Kitchen which includes gathering the fruits and other produce directly from farmers, through the complete processing and out the door to shops and consumers. She is the treasurer of the Small Scale Food Processors and on the board of her local food pantry.

COURSE OUTLINE

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Saturday, November 5, 9:00am to 12:00pm

Course Title: *Small Scale Meat Processing and Marketing*

Course Instructors: *Adele and Jim Hayes*

Jim and Adele Hayes are the co-owners of Sap Bush Hollow Farm, a diversified sustainable farm where they have practiced intensive rotational grazing since 1979, using holistic management techniques. In the spring of 2010, the Hayes' began rethinking their grass management program, introduced some tall grass pasturing and in the spring of 2011, seriously used this grass management system within their production system.

Their livestock consists, annually, of 70 ewes, 180% pasture dropped lamb crop, 15 feeder steers, 20-25 hogs, 50 layers, an order-based (approx. 1500) pastured poultry operation, and 85 turkeys.

After several years struggling with inadequate processing facilities (both in quality and quantity) they built a 20-C processing facility and subsequently incorporated a 5-A poultry processing facility to stimulate their otherwise boring existence.

Jim Hayes is a retired professor of 26 years in animal science at SUNY Cobleskill. He is an entertaining and thought-provoking speaker at regional and international grazing, livestock and poultry conferences. His love of animals and sustainable concepts continues to significantly change the production capacity of the farm.

Adele Hayes retired in 2000 from Director of the Schoharie County Planning and Development Agency and the Schoharie County Industrial Development Agency after 22 years of working in rural development. After retirement she determined to make the farm profitable. Her business and marketing ability has changed the farm from "in the red" to "in the black". A popular conference speaker on poultry and meat direct marketing, her audiences find her very animated and motivational.

COURSE OUTLINE

- Retail vs. Commodity Production
- How Do I Add Value To My Product?
 - Socially, Psychologically, Physically
- Relationship Marketing
- Processing Issues
- Pricing Your Products
- Questions and Answers

SESSION 4: GENEVA, NY DATE: NOVEMBER 17

Location: Food Venture Center at the NY Agriculture Experiment Station, 630 W. North St., Geneva

Phone: 315-787-2273

Thursday, November 17, 1:00pm to 4:00pm

Course Title: *Acid and Acidified Foods*

Course Instructor: *Dr. Olga Padilla-Zakour*

Dr. Olga Padilla-Zakour is an Associate Professor of Food Processing and Associate Chair of Food Science. She also serves as the Director of the New York State Food Venture Center and the Northeast Center for Food Entrepreneurship at Cornell University. Her responsibilities include technical assistance to start-up food companies and extension programs to support established industries. Her research efforts are concentrated on processing technologies for fruits and vegetables to add value and to ensure safety; and in the development of small scale processing techniques for entrepreneurs. She is a recognized Process Authority for acid and acidified foods. She graduated from the University of Costa Rica (Lic. in food technology) and from Cornell University (MS, 1988 and PhD in food science, 1991). Dr. Padilla-Zakour will lead this seminar followed by a tour of the Food Venture Center. This will be considered the fourth course of the Institute and must be attended to receive certification.

COURSE OUTLINE

Many food products produced by farmers and small-scale processors for the marketplace are classified as acid and acidified foods. In this workshop we will cover key issues related to production, packaging, safety and regulatory compliance applicable to these specialty foods.

Following this course we will proceed to Canandaigua to tour the NY Wine and Culinary Center. The evening will culminate in a celebratory graduation dinner at the Center.