



VALUE ADDED INSTITUTE OFFERS FOOD PROCESSING WORKSHOPS

The Small Scale Food Processors Association was formed after a need was identified to help stop the demise of New York State family farms. It was agreed that creating value added products from farm produce was the best way to keep businesses and grow it on the farms. A conference was organized on the topic and the general consensus was that there needed to be an organization that represented small-scale food processors. Small Scale was chosen because that would help be inclusive to farmers and help with mentoring and marketing regionally and using local products.



Contact Toni Christman
To register 518/853-4015
Before February 20, 2013
COST IS \$16.00

Montgomery County Agricultural
Economic Development and Montgomery
County Soil & Water Conservation District

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Farmers and others in the Central NY/Leatherstocking Region have an opportunity to take a variety of classes toward greater profitability through adding value to locally produced fruits, vegetables and meats.

The NY Small Scale Food Processors' Assn. (NYSSFPA) in partnership with the Montgomery County Agriculture Development will offer a variety of workshops at Fulton and Montgomery County Cornell Cooperative Extension 50 East Main Street Canajoharie NY 13317 which can lead to a greater profitability through processing local produce and meats.

Initiated by a grant from the USDA North East Sustainable Agriculture, Research and Education (NESARE), the following classes will be offered:

Wednesday, February 27, 2013

9 a.m. to noon

"Value Added Processing: Getting Started"

Instructors: Beth Linskey and Jeri Woodhouse with added resources from Kathrine Gregory

Sound advice and usable directions on how to get produce from field to processing to market safely and legally. Topics to be covered: quality of raw product, licensing, insurance, inspections, water testing, various sizes of equipment needed, costs connected with processing, "Scheduled Process" from Cornell Food Venture Center, classes that may be needed, scaling up recipes, specific labeling requirements, graphic design, marketing plan (to be expanded on in the afternoon session).



Wednesday, February 27, 2013

1 p.m. to 4 p.m.

"From Kitchen to Market"

Instructors: Beth Linskey and Jeri Woodhouse

Beth and Jeri will draw upon their personal experiences as successful small-scale food processors to answer some of the most commonly asked questions by start-up food entrepreneurs and together they will share their tips for sales and marketing strategies.

Some of the topics covered will include:

- Determining the right market for your product
- Sizing up the competition
- Choosing packaging
- Developing your image and "story"
- Figuring out pricing and profit margins
- Establishing good and lasting customer relationships

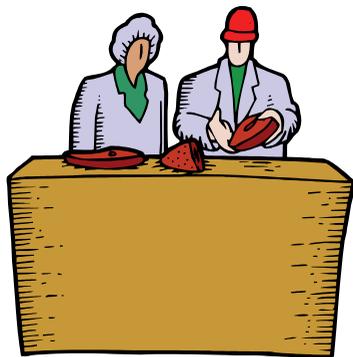
Thursday, February 28, 2013

9 a.m. to noon

“Small Scale Meat Processing and Marketing”

Instructors: Adele and Jim Hayes

- **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**



Thursday, February 28, 2013

1 p.m. to 4 p.m.

“ How to Write a Business Plan: Roadmap for Business Success”

Instructor: Tom Serwatka

A business plan projects 3-years ahead and outlines the route a business intends to take

to reach its revenue goals, manage expenses, repay debt and provide a

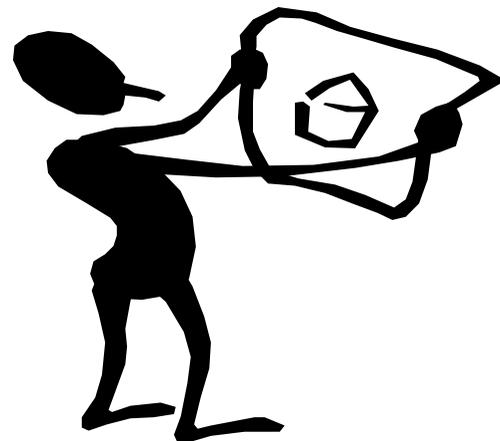
desirable return to its owners. This class will take you step-by-step

through answering the important questions such as: What is your product?

Who are your customers? What is the market for your product and how will

you get it to the market place? Who do you purchase materials and services

from and how much will it cost you to operate your business? This workshop as others will be participatory with not only question time, but writing an outline of your plan.



Instructor Biography's

BETH LINSKEY started Beth's Farm Kitchen 30 years ago in Stuyvesant Falls, NY with the intention of selling in the **Green Market** in NYC and using local fruits and veggies. It has been an exciting time since the 80's when no one understood the importance of using local food to feed local people.

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. She credits her manager, Liz Beals, for reaching a greater potential.

Beth has been and is a board member of the NYSSFPA for several years and a member of the advisory board at green-market.

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 expanded 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.

KATHRINE 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.

Continued Instructor Biography's

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.

Thomas R. Serwatka is Business Advisor for the Mohawk Valley Small Business Development Center, located on the SUNY-IT Campus in Utica, New York. Tom provides management and technical assistance to start-up and existing small businesses. He earned a master's degree in finance and economics from Clarkson University and has 21 years of experience in commercial banking, economic development and business consulting.

CLOSING: Graduation and Certificates