



## Spring 2020 Newsletter

*The New York Small Scale Food Processors Association (NYSSFPA) 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: OPEN position

Secretary: Deb Krajcik

Communication Committee: Ashley Rossi (Chair), Deb Krajcik, Andrew Dufresne, Kathrine Gregory, Beth Linskey, Nicole Borukhov

Education Committee: Alicia Lührssen-Zombek (Chair), Maria Grimaldi, Stephen Hadcock, Kimberly LaMendola

Membership Committee: Bob Bleistein (Chair)

Newsletter edits and design by: Bhavna Punjwani, Kathrine Gregory

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 this email address 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*

One of my employees is always using the phrase "**sharing is caring**". Most of the time she is using it sarcastically; but her phrase is true especially in the world of the food industry.

Sharing **information** is caring **about a fellow member and helping them succeed.**

In this issue the NYSSFPA Board is **sharing** information about themselves, their business, so you can get to know them. So that, if possible, you can form a strategic partnership. We want you to know about us, so that if you have a question, you can direct it to the person who can best assist you.

**Sharing** is also what all the Board members do to assist our organization get to the next level. That is where we would love to have you to **share** in helping NYSSFPA complete their growth plan. The more of you who can lend their expertise the stronger we become. Below is a list of the committees with a brief description.

- The **education committee** focuses on sharing resources and creating workshops for pre-startup, startup, and in-operation food businesses.
- The **communications committee's** mission is to provide you, our members, with our newsletters and e-blasts, which are filled chock full of information, resources, and real time opportunities.
- The **membership committee** performs our outreach to our current members to make sure you are happy and are always heard, also at service to potential new members with information about the organization.

We are starting a new year and a new decade, now is the time to **share** your expertise and build a brighter future.

All Good Things  
Kathrine

To join the Board please contact Bhavna ([Bhavna.SmallScale@gmail.com](mailto:Bhavna.SmallScale@gmail.com)) with your area of interest and a brief bio. Someone from the board will contact you.

## MEET OUR 2020 BOARD MEMBERS

We asked each of our board members to answer a few questions about themselves and their business. We hope that you learn something about them that you did not know before!

**Kathrine Gregory** *President, NYSSFPA*

**- How long have you been a Small Scale Board member?**

Since 1987 on the Board since 1995 on various committees.  
President since 2015



**- When did your business open?**

Mi Kitchen Es Su Kitchen® was created in 1986 as a consulting firm creating and managing kitchen incubators in NY state

**- In your own words, what products/ services do you provide?**

A kitchen incubator that is a fully equipped facility which can be rented in shifts to assist budding foodpreneurs take their recipe and grow their business. This is a fiscally prudent way of market testing food products to ensure eventual success.

**- What are your special areas of expertise?**

Being able to demonstrate efficiency of production and business model strategy. Wide knowledge of all areas of the food industry which I share with my clients. Excellent marketing focus and understanding.

**- What is your coverage area?**

I have mostly worked with NY City and State non-profits, but I have consulted nationwide and would like to continue to create highly functioning and self-sustaining incubators everywhere.

**- What sets your business apart?**

A practical and common-sense approach to management and operation of a business and staff.

**- How many employees do you have?**

1 part time admin assistant

**- How would you like to expand your business in the next 3 years?**

Continue working as the Managing Consultant at the Entrepreneur Space, creating new programs to assist the foodpreneurs achieve financial success. Work with other non-profits to replicate these successful programs which help communities develop foodpreneurs.

**Alicia Luhrssen-Zombek**

*Education Committee  
Chair, NYSSFPA*



**- How long have you been a Small Scale Board member?**

I have been a Board Member for about 6 months and excited to be apart of the team.

**- When did your business open?**

I am currently working with Cornell Cooperative Extension. Cornell University is New York's land trusted education system and extensions started in 1894.

**- In your own words, what products/ services do you provide?**

I provide resources and education while building collaboration.

**- What are your special areas of expertise?**

My focus is on providing education and connections from expertise in the Value-Added Food System.

**- What is your coverage area?**

My current coverage is Central New York.

**- What sets your business apart?**

We build connections and education to move people forward. By being a farmer and an aspiring value-added food producer, I make sure I reach the needs and connections for others to move forward.

**- How many employees do you have?**

Our office holds around 60 employees at the extension office. The farm is a multi-generational farm with my husband, father in law and myself moving forward in building the dairy farm into a diversified production.

**- How would you like to expand your business in the next 3 years?**

As an extension employee, it is important to continue to extend our programming to meet the needs of all those in all processes of their businesses.

**Ashley Rossi**, *Communication Committee Chair, NYSSFPA*

**- How long have you been a Small Scale Board member?**

I am in my first year as a Board member.

**- When did your business open?**

Red Kill Mountain Homestead Farms was launched in the fall of 2019.

**- In your own words, what products/ services do you provide?**

We are the first and only known maker of apple products made exclusively from wild or feral apples. Our apples have never been sprayed, nor did we plant them. Many of the apples are seedling trees. We make three products; Apple Molasses, Apple Spread, and Dried Apples.

**- What are your special areas of expertise?**

We pride ourselves on pruning, harvesting, and processing the wild apples. Red Kill Mountain is one of only 3 makers of Apple Molasses commercially. It is a really awesome product because it is a lost piece of American history that we are retelling.

**- What is your coverage area?**

The homestead location where our 20c kitchen and retail store are located is in the western Catskill mountains, in a small fishing and hunting village called East Branch.

**- What sets your business apart?**

Red Kill Mountain Homestead Farms is dedicated to using wild fruit and heritage recipes.

**- How many employees do you have?**

In season, my partners Matthew and Richard assist in harvesting and processing. For the remaining part of the year, it is just me to manage sales, the website, inventory, deliveries, and all of the other aspects of managing the business.

**- How would you like to expand your business in the next 3 years?**

I can foresee bringing more apple products to market, as well as wild pear and wild blueberry. We believe in our mission and our brand, and will spend time making sure our mission and brand is apparent in our community.



**Stephen Hadcock**, *Education Committee, NYSSFPA*

**- How long have you been a Small Scale Board member?**

Have been on the board for three years now.

**- When did your business open?**

I do not have a small scale food processing business. I work for Cornell Cooperative Extension. I have been with Cooperative Extension for 38 years.

**- In your own words, what products/ services do you provide?**

My educational responsibilities with Cornell Cooperative Extension is agricultural entrepreneurship. This included both production agriculture and small scale food processing.

**- What is your coverage area?**

I am part of a multi-member multi-county team serving Albany, Columbia, Greene, Rensselaer, Schenectady and Washington counties.



**Bob Bleistein**, *Education Chair, NYSSFPA*

**- How long have you been a Small Scale Board member?**

2 years

**- When did your business open?**

Since 2009 as Eastern Classic Coverage



**- In your own words, what products/ services do you provide?**

We offer specialized insurance and risk management programs for businesses of all sizes from new entrepreneurs to large companies. eastern classic coverage insures products, businesses, buildings and people that care.

**- What are your special areas of expertise?**

Our food and hospitality practice has been a focus of our business.

**- What is your coverage area?**

We are a local company with regional and national reach.

**- What sets your business apart?**

Our backgrounds in the businesses we insure make us more knowledgeable than most if not all of our competitors. Our specialized insurance programs and risk management programs help our clients get more than just insurance!

**- How many employees do you have?**

We have over a dozen team members/ company partners

**- How would you like to expand your business in the next 3 years?**

As our client base grows, the programs we offer get stronger which means more insurance at better rates for ALL of our clients.

**Nicole Borukhov**,  
*Communication  
Committee*



**- How long have you been a Small Scale Board member?**

I am excited to be a brand new member of the Small Scale Board!

**- When did your business open?**

I do not have my own business but have been an employee of Cornell Cooperative Extension of Nassau County (CCE-NC)/Taste NY since November 2018.

**- In your own words, what products/ services do you provide?**

Taste NY at the Long Island Welcome Center offers an incredible assortment of products from baked goods to hot sauces to soaps and lotions.

**- What are your special areas of expertise?**

I am a Registered Dietitian/Nutritionist, focusing on community nutrition education. I also organize workshops for local vendors at Taste NY.

**- What is your coverage area?**

Most of our programs are concentrated within Nassau County, but Taste NY at the Long Island Welcome Center is located in Suffolk County.

**- What sets your business apart?**

CCE-NC is able to provide research-based information, tools, and education to the community based on the most current information available from Cornell University.

**- How many employees do you have?**

Between CCE-NC and Taste NY, we have approximately 40 employees.

**- How would you like to expand your business in the next 3 years?**

I am hoping to see collaboration between CCE-NC, Taste NY, and other local agencies to provide comprehensive education and learning opportunities in our region.

**Beth Linskey**, *Communication Committee*

**- How long have you been a Small Scale Board member?**

Since we formed NYSSFPA in 2000

**- When did your business open?**

My business, Beth's Farm Kitchen, started in 1981

**- In your own words, what products/ services do you provide?**

We made Jams, Chutneys, hot sauces and Pickles

**- What are your special areas of expertise?**

Marketing and operations are my favorite part of the business.

**- What is your coverage area?**

We were NY based but shipped throughout the country.

**- What sets your business apart?**

All products were made from local ingredients

**- How many employees do you have?**

While I was in business I had as few as 2 employees and finished the business with 13 employees.

**- How would you like to expand your business in the next 3 years?**

I sold my business in 2016.




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**Deb Krajcik**, *Secretary*

**- How long have you been a Small Scale Board member?**

5 years+

**- In your own words, what products/ services do you provide?**

The product I provide and special area of expertise is the keeping in touch aspect of business. If you win an award, I send Congrats, solicit for the SWAG Bag, think of ways and places you could promote your product I enjoy learning about our members

**- What is your coverage area?**

In 3 years I hope Small Scale is more than a website, I hope it has viable significant working partnerships and is seen as a valuable resource in the New York State community



**Kimberly LaMendola, Education Committee**



**- How long have you been a Small Scale Board member?**

I think I've been a Small Scale Board member for approximately 4 years, but have followed the work of the organization for many years prior to joining the board. My position for my "day job" is Food System Projects Manager for NYSAWG (NY Sustainable Agriculture Working Group).

**- When did your business open?**

My partner and I made the leap from homesteaders making soap for our own use to entrepreneurs making soap for retail and wholesale in May, 2014. We are still a relatively young company but we've been successful in hitting some of those key benchmarks for startups, like surpassing both the 3 year and 5 year milestones of successful business operations. We've been extremely fortunate to have a dedicated customer base that has helped us grow our little home-based business in ways that we hadn't planned, and I mean that literally because we started our business on a shoestring budget, with no business plan, and no expectation for the sustained growth that we've experienced. As Kumbha Moon Soap Company sales grew, we had to play catch up on our business management strategies.

**- In your own words, what products/ services do you provide?**

Kumbha Moon Soap Company makes handcrafted soaps and natural body products in small batches using only plant-based ingredients and a little quirky creativity. We are committed to using products on our bodies and in our homes that are free from chemicals and other synthetic or potentially harmful ingredients. Unable to find items that were aligned with our values, we developed our own recipes for soap and body products that often included wild sourcing plants from our backyard and woods or from the farmers market. We hand-make over 25 different varieties of soaps, using only herbs, roots, berries, or spices as natural colorants and sustainably sourced, steam-distilled essential oils for subtle fragrances. Our cold-process method and long curing time assure that our soaps last a long time and provide exceptional value. Our body products contain only plant-based natural ingredients, many right from our kitchen pantry. We use minimal packaging that is 100% reusable or recyclable. We make all our products on the ethos of treading lightly on our planet and utilizing sustainable practices whenever possible.

**- What are your special areas of expertise?**

My partner is an art educator and I work in economic development and food systems planning. We both are on the learning curve for business management as Kumbha Moon Soap Company continues to grow. The combined knowledge from our backgrounds, our commitment to environmental stewardship and sustainable products, and our dual Aquarian energies have shaped many of the unique elements of Kumbha Moon Soap Company.

**- What is your coverage area?**

Thanks to our website, social media, and e-commerce, our customer base isn't defined by a geographic region. While we are based in rural southwestern New York State, we serve a wide area of retail and wholesale customers. When we vend at festivals and events, we tend to stay within a few hours drive of our home location.

**- What sets your business apart?**

Values! Our products were developed as an extension of our desire to live, work, and play as lightly as possible on this beautiful Earth. Our products are made with ingredients that people recognize and can pronounce and are sourced from plants. We love to tell customers the story of our products and small-batch process and customers love to tell us how much they appreciate buying personal care items that are "clean ingredient" labels and made with care and consideration for our environment. Kumbha Moon Soap Company provides personalized customer service and work with people on special request items to meet their unique needs.

**- How many employees do you have?**

My partner and I are the manufacturing line, inventory control supervisors, quality assurance department, sales and customer service directors, new product development advisors, accounting wonks, website whizzes, utensil washers, and the official cat and dog petters! We have no outside employees at this time.

**- How would you like to expand your business in the next 3 years?**

Kumbha Moon Soap Company has seen sustained growth since its startup 6 years ago. We would like to be able to onboard a paid employee to assist us in meeting our customer demand and expanding our customer base.

## ANNUAL MEETING RECAP

In case you missed it, here are the highlights of what we discussed in our annual meeting held during the NOFA NY Winter Conference in Syracuse NY. Jan 17th 2020 4:30-5:30pm

Some of the attendees said some great quotes which we felt are so appropriate to all of us:

*“If you do not sell, you don’t have a business”*

*“Start with the source”*

*“If you keep knowledge in your head, it does nothing for anybody”*

What we did in 2019:

Our membership roster is currently at 60 members. We have increased the frequency of our Facebook posts to twice a month-we are always looking to get news for our members to include. Our e-blasts are not in Mailchimp format. The newsletter issues are focusing on practical action steps you can take to increase sales. The articles are written by our members. The monthly emails sent by Bhavna (admin assistant) is aimed at increasing outreach and involvement with you, our members.

To do in 2020:

Welcome to new board members

Alicia Marie Lührssen Education Chair

Ashley Rossi Communications Chair

Nicole Borukhov as a new board member in communication committee

We are always looking for you, our members to be on

the committee and share your knowledge. We will be using digital tools to increase our brand presence

### Financial report for 2019

Current assets: \$3081.00 in checking account

Yearly income in 2019 from membership/nutritional analysis: \$3490.00

Yearly expenditures in 2019: \$4402.00

**NYSSFPA is comprised of you- our members. We are strong because of our diversity. We are strong because we all believe in sharing our experiences and learning from each other.**

Strategic plan (presented and chaired by Maria Grimaldi)

Managing Strategies to meet the needs of Small-Scale Food Processors

NYSSFPA was formed in 1980 By Alison Clark a community organizer, in the Finger Lakes region, focused on assisting the farmers to increase their revenue by creating value added products- jams, pickles, baked goods etc., using their crops. |

Over the years we have formed strategic partnerships with other organizations to further the knowledge the farmers-now food manufacturers can use for their benefit. Some of our partners are: NOFA-NY; Cornell cooperative extension offices; North East Food Venture center; New York State Dept of Ag & Markets.

Changes in 2018

We hired an Admin Assistant. We established a central office and mailing address. We have updated and improved our website. We have reformatted the membership brochure.

Strengths

The hard work done by our volunteer board and members. Regular e-blasts and newsletters. Good communication between board members and the Admin assistant.

Weaknesses (preferably called Challenges)

Lack of member involvement in various projects. Retention of members. Lack of social media presence. The NYSSFPA (Small Scale Food) brand is difficult to interpret

Action for 2020-2021

Improve use of traditional and Social media to publicize events and the member successes. Create special projects/workshops to assist members to increase their revenue thru understand the new trends in the food industry.

## How to CONFIDENTLY Hit your Income Goal After the “Shelter in Place” Order Has Been Lifted

*Guest post from Brooke Allison, Achievement Strategist,*

*Brooke Allison is a Multiple Six Figure Mind Shift Expert and Achievement Strategist. She helps ambitious entrepreneurs scale to 6 figures by creating a business and a mindset that is fiercely unstoppable!*

Being a high achiever, it's important to have many goals. Long term, short term, monthly, weekly, and daily. I know a big goal may be daunting and could even be a bit intimidating, but I have found that setting the right goals brings you closer to the freedom you truly desire in your life.

There are a few core steps you need to take in order to confidently hit your income goals

### Step 1. You need complete clarity!

When was the last time you truly allowed yourself to dream? I am talking about writing down the deepest desires you want to accomplish. So often, I talk to entrepreneurs who don't even know what they are going after or if they do know their financial goal, they have no idea what they will do with the money once they have it.

I want you to give yourself full permission to dream, and dream big!

- What do you want (be specific)?
- Why do you want it?
- What do you want to accomplish in the next 90 days after the City opens up?

Clarity brings confidence and confidence brings massive cash, but you cannot get anywhere without a clear path and a direction to take steps forward! Take some time and get clear on what you want to accomplish.

While you set your 90-day goals here are a few tips:

- Make sure your goal is realistic but also challenges you!
- Create goals around your values and priorities!
- Set aside goals that take longer than 90 days.
- Apply the SMART-goal strategy. (specific, measurable, achievable, relevant and timely)

### Step 2. Create a game plan!

A failure to plan is a plan to fail! You must have a plan of how you are going to hit these goals and a plan of action, so you have direction and motivation.

First let's start by writing the goal in a finalized statement, follow this outline.

“It is now \_\_\_\_\_ (90 days from now date) and I just achieved \_\_\_\_\_ (go wild!!!) I feel \_\_\_\_\_ (you just accomplished your goal! How do you feel?) I achieved this because I \_\_\_\_\_ (write out qualities you have as well as things you did) and because \_\_\_\_\_.”

Once we have your statement in present tense, it no longer exists only in the future, it becomes something you feel now in the current moment and we can break it down. How will you actually hit this income goal? So many entrepreneurs come to me and say, “I want to hit \$10k a month” or “I want to sign 5 new clients this month” but the problem is they don't actually have a plan of action to get them there.

Break the goal down! If you want to hit \$10,000 in cash, what needs to happen for you to get there? How many clients or products do you need to sell? What are all of the ways it is possible for you to hit this goal?

Remember, money can come to you in many ways so be open and ready to receive all the ways possible for money to come to you! Break down the goal to weekly and daily action. This weekly and daily action combined with blind faith until you push through the finish line will create a compound effect and help you accomplish and surpass your goal.

**Pro Tip:** Focus on income producing activities! What activities can you do that will produce income?



## “How to CONFIDENTLY hit your income goal “ Cont’d

### Step 3. See your plan everywhere!

When I say ‘see’ I mean literally! I want you to write out or type up your game plan and your goals. Put it everywhere. The more you can see your goal and what you need to do each day, the easier it will be to stay focused and confident in your direction. The more you are aware of something the more your brain seeks evidence for it. As far as your income goal is concerned, this means your brain will constantly seek new direction and adjustments as needed to help you get to your goal faster as it is on your mind.

I want you to constantly remind yourself what you are working towards because your thoughts create things and the more, we can think confidently about your goal, your vibrational state increases which draws in abundance faster.

Think right now, where could my goal and game plan go? Here are a few suggestions, on your computer desk, on your door, on the mirror, in the car, in the laundry room – aka, everywhere.

### Step 4. Tell people about your income goal!

This is a key step people often skip over. If you really want to hit your goal, shout it from the rooftops! Post it on your social media, tell your family, tell your friends, tell your coach, tell as many people as possible. This not only gets other people excited and involved in your goals, it helps hold you accountable to achieving your goals.

You’ll have people to celebrate with, people to lift you up when you’re feeling down, people who cheer you on and believe in you. When you include others into your goal setting and achieving process, it becomes bigger than you and impacts more people. You then get to shine the light and go first while you encourage others to follow your footsteps.

### Step 5. Track your progress!

Each and every day, you want to do assessments on where you are with your income goal. When you look at your monthly, weekly, and daily goals, how are you doing on them?

- Where are you dropping the ball?
- What is working well?
- What isn’t working well?
- How many packages/products have you sold so far?
- What still needs to happen for you to hit your goal?

Having a daily non-negotiable list is a great way to set yourself up for a win and to hit your goal every time. This assessment is a great way to figure out if that daily non-negotiable list needs to be adjusted or shifted in any way to continue moving towards your 90-day goal.

### Step 6. Set new daily intentions every night!

Setting intentions helps you prime yourself, so you know what to do each and every day as well as it sets your mindset for success. Ask yourself, what do you need to do tomorrow to move the needle towards your big 90-day goal?

There are two types of intentions I want you to focus on.

1. The physical things you need to accomplish in the next day
2. An energetic intention to increase focus and hold the faith (ex. “Tomorrow is the day I have \_\_\_\_\_ sales come in!”)

You see, when you set the intention to manifest & accomplish your desire, wholeheartedly believe you can have it, show insane amounts of gratitude towards it, and create energetic & physical space for it the Universe gets hard at work and figured out all the details on your behalf.

The “how” isn’t up to you! God and the universe will take care of that! Your job is to believe, get into a high energy, and start taking that inspired action each and every day. By this point you already know everything you need to do each day and what comes from here is believing it’s going to come together every step of the way as you run towards the end of these next 90 days.

You can absolutely hit and even surpass your income goal in the next 90 days and now with these simple 6 steps you can do that confidently and with ease.

## Dear Small Scale Member,

**Thank you for renewing your membership for 2020!** Here at Small Scale, our goal is to provide your food business with the resources that will help to start, sustain, and grow. Here are a few of the benefits that come with renewing your membership:

**Nutritional Analysis.** While a \$125-per-recipe value, Small Scale members can enjoy conducting a nutritional analysis for their recipe for a fraction of the cost (\$50 per recipe).

**Speaking Opportunity.** Members have access to exclusive opportunities where they can partake in, organize, teach or speak in an educational workshop. There are also selling opportunities.

**Selling at NOFA.** Small Scale participates at the annual Northeast Organic Farming Association (NOFA) Conference, where we get a chance to showcase our organization at the annual tradeshow and teach our workshops. This is a populated event which gives you the chance to showcase your business for free and sell you product through our booth, network and gain connections, and teach workshops. We also hold our annual meeting there.

**50-Word blurb on website.** When you join as a member, we ask you to send us a 50-word promo for us to include in your listing in our online directory. Believe it or not, our directory listings do fairly well on google, so if someone were to look up your company, our website's listing of your company would show up on the first page.

**Information and opportunity access through E-blast.** We send monthly e-blasts that are filled with time- sensitive marketing, educational, and selling opportunities; and quarterly newsletters that are filled with information and the latest news on our board members.

**...AND WE ARE CONSTANTLY ADDING BENEFITS!** Every time we do, we will email you notifying updates, so please make sure to update us with any contact information change!

If you have any questions or comments, please feel free to reach out to Bob Bleistein, membership committee chair, at [bobb@ClassicCoverage.com](mailto:bobb@ClassicCoverage.com).

\*\*\*With the current New York State Shelter in Place order, a lot of food businesses have been have affected severely. If you are one of them, please reach out to learn more about what Small Scale can help you with—whether it is information on funding, or advise on how to keep doors open, we are here to help you get through this difficult time. Please stay safe and healthy\*\*\*