



Spring 2022 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: Chair position OPEN, Deb Krajcik, Andrew Dufresne, Kathrine Gregory, Beth Linskey, Dacotah Rousseau

Education Committee: Chair position OPEN, Maria Grimaldi, Stephen Hadcock, Wendy Shutter

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 Letter

Where did Spring go? One day I am looking at brown dirt with nary a green shoot. The next day my flowers are in bloom!

Market season is here and if Mother Nature cooperates, our weekends will have glorious weather. This issue is filled with tips from seasoned market vendors and a market organizer, passing on their tricks for generating revenue both immediately and in the future. Remember a market is a branding mechanism, one of the many you must employ to become successful.

At our Annual Meeting mention was made of wanting increased communication between members and about members. So, see the **"Who's New"** and **"What's New"** columns. We really want to showcase what you are doing. PLEASE don't forget to tell us if you are in a new retail location, created a new flavor or anything interesting in your life.

We will be hosting our webinar series in Fall. Topics and dates are in the planning stage, we will keep you in the loop. If you would like to be involved in this project please let me know (miKitchen1866@aol.com)

All good things

Kathrine

What's New

Margot Reiss-"The Soup Lady" Kitchen36.com

Is always to be found on Saturdays, rain or shine at the Roosevelt Island Farmers Market (Queens) selling her delicious soups. And if she wasn't busy enough, she is also vending at the Greenpoint terminal Market (Brooklyn) as of June 5th. Margot wrote a great story with practical points about working a market in this newsletter.

Corrie Burke-The Spice Theory

Was chosen by the Queens Economic Development Corp to provide the thank you gifts for the judges of The StartUP! Competition. There were 18 judges. She provided them with packets of her special spice blends.

Danielle Magnus and Lea Loveland - Plant-ish

Have been participating at a couple of Down To Earth Farmers markets. Specifically Larchmont and Rye. Plant-ish creates bowls of plant based meals for pickup and home meal delivery.

Kathrine Gregory Mi Kitchen Es Su Kitchen ®

Won the Business Leaders Award presented by the Specialty Food Association. The awards ceremony was during the Fancy Food Show (June 12-14, 2022). She was part of a panel discussion about her vision for the food industry the following day.

Our new column , "What's New" is all about you and your achievements/happenings; Tell us about your participation in a market or being picked up by a new store...and what about a new flavor? We want to know!! Email Bhavna.SmallScale@gmail.com with all your great news. PLEASE let us share in your victories.

Who's New

Margot Reiss of [Kitchen 36, LLC](#) healthysoup.36@gmail.com

About Them: Vegan, Vegetarian, and Chicken Soups made from scratch using fresh ingredients. No added preservatives, food coloring, or artificial ingredients.

Charles Devigne of [Harlem Baking Co.](#) charldevig@gmail.com

About Them: Single-serving restaurant quality desserts are handcrafted in small batches with the finest ingredients. Packaged in jars for a unique and fun presentation

Elizabeth Blackburn of [Dizzy Lizzie's Farm LLC](#) dizzylizziesfarm@gmail.com

About Them: First-generation family-operated farm providing fresh seasonal veggies, maple syrup, garlic, eggs, and flower products to the local community.

Kalisma Alayon of [Bennett's Deli and Sandwich Co., LLC](#) info@bennettsdeliandsandwich.com

About Them: A family business based in the Bronx creating alternative nutritious and healthy food products that are unique, delicious, nutritious, and accessible to anyone.

William Chang of [Aro Chili, LLC](#) info@arochili.com

About Them: Premium Asian chili oil with no additives or preservatives.

Rebecca Montero of [Spread-mmms, LLC](#) rebecca@spread-mmms.com

About Them: Spread-mmms is a line of small batch, artisanal olive tapenade & savory spreads that are handcrafted in NYC.

Danielle Magnus of [Plant-ish LLC](#) hello@plant-ish.com

About Them: Delicious, couldn't-be-easier meals powered by plants and two dietitians

The Recipe for Sales Success at Stall Markets

Dacotah Rousseau, Managing Director

[Down to Earth Markets](#)



The steps required to get your small-scale food product into regional distribution or to sell it through your own storefront can feel daunting, so many entrepreneurial food businesses look around for a more accessible way to grow sales and gain an

audience. Stall markets of all kinds – festivals, street fairs, farmers markets – can be a low cost, low commitment way to reach potential customers. While “easy access” and “low risk” may sound like a dream come true for a busy entrepreneur, there are some things to know before you click submit on your application.

I manage a company that manages farmers markets in the New York City area. So, while the tips I give here are probably useful for businesses considering other kinds of stall markets, keep in mind that my lens is farmers-market-specific. In this context I’m talking about temporary (but recurring) marketplaces where food makers sell directly to consumers. It’s not unusual to hear from folks who are surprised that farmers markets don’t just organically (forgive the pun) appear on their street corner each week. But, no! They are managed with a lot of thought and planning. So my first tip is to figure out where you would like to sell and then research who manages the market. You will need to go through them to be approved and find out what the legal and practical requirements are to sell at their event.

What can you expect to gain from selling in a stall market? Income should always be front-of-mind because a successful food business is a business with the means to pay its bills, staff and owners. However, it’s not realistic to expect that you will go home at the end of day one with an overflowing cash box (though it’s not impossible either). Be ready to invest time and effort to win over customers and build sales. Your investment will yield a fan base that’s loyal to your brand – a fan base that will follow you as you grow beyond the stall market. And finally, you should expect to gain experience and knowledge, both about your customer and about your own brand. Who is your typical customer? What draws people in? What questions do they ask? What holds them back from purchasing? How do you tell the most compelling story possible about your product? Are there things about your product or packaging that just don’t work in the field? Come with an open mind and a readiness to engage with shoppers because the consumer and product research available to you in a stall market is invaluable.

In order to be considered ready to sell in a stall market, your product and packaging should be finished (if you are still working out recipes or don’t have a label, take care of that first). Whether or not the market organizer asks for it, have all the permits and licenses required to make and sell your product in hand and get business liability insurance. Figure out all the ways you will accept payment (income is #1!) and remove potential obstacles to closing sales by getting set up to take credit cards and electronic payments. FYI - your market may also require you to accept special payment methods like market coupons and tokens or NY State-issued Fresh Connect checks. Be sure to ask about that when you are accepted into the program. Here are other things you will need to have ready:

The Recipe for Sales Success at Stall Markets, Cont'd

- A way of giving receipts, a method for recording sales for your own bookkeeping and inventory management, and safe storage for cash. Don't forget that you will need to arrive with a cash box well stocked with change!
- A big, beautiful sign for your business.
- A way to display product info and pricing. A lack of clear pricing is the number one complaint among farmers market shoppers.
- Documentation of ingredients and allergens.
- A plan and the props needed for setting up an eye-catching display.
- Tools for sampling and a garbage can/bag (plan to take all of your garbage with you at the end of the day).
- A tent, **tent weights** to keep everyone safe and avoid liability, crates or coolers for transporting your product, a hand truck.
- A sales goal that is realistic but covers your expenses.

One of the enormous benefits of selling in a stall market is being able to connect your brand directly to consumers. You – your brand's number one expert – will be doing the marketing. Take advantage of this to give your business as much exposure as possible but also to figure out your most powerful marketing tools. Make sure your signs and display have impact at a distance and communicate what you sell. Be clear about what makes your product special. Find ways to invite shoppers to stop (“good morning” and a sunny smile go a long way and are FREE!). Then make them feel welcome with good display signs and ample information about your product, your inspirations and methods. Then, to wrap it all up, make sure they walk away with a connection to you – through social media, an email list sign up, or a card with your website address.

It takes some effort to get ready to sell in a stall market but they are an ideal place to grow your business from a good idea to a brand. If you are prepared, experimental and open-minded you will learn a lot – and all of that knowledge can be put to work to make your business stronger and more profitable. My last piece of advice is to commit: to showing up, keeping a regular schedule, engaging with shoppers and making adjustments to constantly improve. A stall market can be a fertile field for small businesses, but if your business is the seed then you are the farmer! I wish you the best of luck in finding places to nurture your growing business. If we can be of help, please don't hesitate to reach out.

Since 1991, Down to Earth Markets has been creating and managing farmers markets in New York City and Westchester County. We are a mission-driven company that works to preserve small-scale agriculture and build the local food system in the New York region by connecting farmers and food makers directly to consumers. Down to Earth is also a “Best for the World” Certified B Corp, using business as a tool for making positive change in our communities and the world. Learn more at downtoearthmarkets.com and contact us at info@downtoearthmarkets.com / 914-923-4837.

The Other Side of the Table By Margot Reiss aka “The Soup Lady”



THE SOUP LADY

As a producer, when you set out to work at a farmer’s market, you get A LOT of advice, most of it pertaining to sales – make sure you have signage, a nice presentation, samples, and so on. But there is another side to working at farmer’s markets and that is what goes on behind the tables not seen by the customer.

Camaraderie among the vendors is as much a key to success as is having a great product. When you are outside for 6 -7 hours in all kinds of weather and you can’t open your tent by yourself because you are 5’ tall, let alone carry the 200 lb. weights

required to hold down the tent, it helps to have the hunky farmer next to you open the tent in one swift move or his sons carry the weights like they’re carrying a bag of feathers.

Vendors also often:

- Share ideas about selling
- Will change a \$20 when you run out of ones
- Provide hand warmers when your box is empty
- Spare you plastic gloves, paper towels, bug spray, or sunscreen
- Watch your space when you need a break
- Bring you a coffee
- Share a pizza
- Let you borrow a phone when yours dies

We also share info on the best markets, pop-ups that may not be advertised, and emails about cancellations or date changes that we sometimes aren’t aware of or alerted to by market managers.

Those friendships go a long way in customer service, too. If you texted your market neighbor that you’re running late and she sees one of your regular customers looking for you and she says you’re on your way, nine times out of ten, that customer will come back.

This camaraderie at the markets bolsters sales, too. Customers can feel the friendly atmosphere and in turn this creates a better shopping environment. So make friends, people, make friends.

Market Best Practices by Constance Capasso aka Grandma Apple's Cheesecakes



1. Based on your experience, how would you best guide someone new to the market?

- Familiarize yourself with the rules of the market. You would be surprised how much they can vary. Of course, all DOH, Agriculture and Markets, sales tax, or whatever regulating agencies apply to your business are still in effect. That much has not changed since the pandemic.
- Rely on veteran vendors for advice and help when needed. Don't be afraid to ask. Most vendors are very friendly and very willing to help. Be ready to reciprocate their generosity as well.
- Be prepared for all types of weather. Most markets require weighted tents. This is for a very good reason. You don't want the wind turning your tent into a potentially dangerous flying object. Also, the weights don't have to be expensive. Homemade weights can be just as effective as expensive ones. Just be sure you get something easily cleaned off with sanitizing wipes.
- Reminder: most markets are dog friendly!
- Keep a sense of humor.

2. Where do you find them and how do you make the most out of them?

- If you can, visit markets that appeal to you. Check for vendors selling similar products. Try to make yours unique.
- Finding markets is pretty easy. Getting in may be more difficult depending upon your product. You can Google markets in the area of your choice. You can also check out www.managemymarket.com.
- Talk to other vendors. They can sometimes advise you on what markets/events are better than others.
- Missed an application deadline? Not all is lost. Contact the market manager. Sometimes they are still looking for new vendors or maybe they allow guest vendors.
- Don't be afraid to do special or one day events. Some of my best days have been at smaller events.
- Is your product something that another vendor can use in the production of their product? Ask!
- Many of your market customers own restaurants, stores, etc. These are potential wholesale customers.

3. Do you have any additional advice to share with our readers?

- One of my customers owns his own business. He invited me to sell at a special event he was hosting. It turned out to be my most profitable single day so far this season. Moral is, don't be afraid to try new events.

MARKET LIST IN NYS

County	Name	Contact info	Location
ALBANY	The Empire State Plaza Farmers Market	https://empirestateplaza.ny.gov/empire-state-plaza-farmers-market	Albany
	Washington Park Farmers Market	(518) 595-8109	Knox Street Mall
	Gade Farm	(518) 869-8019/help@gadefarm.com	Altamont
	Helder Herdwyck Farm	(518) 872-9081/helderherdwyck@gmail.com	East Berne
	Mountain Winds Farm	(518) 872-0513/mtwindsfarm@gmail.com	Berne
	Two Rock Ranch	(707) 364-7547/tworockranch@gmail.com	Berne
BROOME	Country Wagon Produce	(607) 862-3985/countrywagon@aol.com	Maine
CATTARAUGUS	Pumpkinville	(716) 699-2205/dmppumpkin2@aol.com	Great Valley
	Harvest Moon Mountain Farm	(716) 799-4500/hunter1841@gmail.com	Machia
CHAUTAUQUA	Abers Acres	(716) 267-2431/info@abersacres.com	Kennedy
	Peterson Farm	(716) 483-2202/petersonfarmswede@gmail.com	Jamestown
	Anderson's Produce	(716) 664-9001/anderson5family@windstream.net	Jamestown
CLINTON	Northern Orchard Farmstand	(518) 643-9806/jenna@nothernorchard.com	Peru
	Garrants Farm Market	(518) 561-7047	Plattsburgh
COLUMBIA	Home Range Winery	(518) 610-6821/homerangewinery@gmail.com	Columbia
	Blue Star Farm	(518) 610-8034/sue@bluestarfarmny.com	Stuyvesant
	Golden Harvest Farm	(518) 758-7683/goldenharvestfarmsinc@gmail.com	Valatie
	Yonder Fruit Farm Inc.	(518) 758-7011/chiarosue@yahoo.com	Valatie
CORTLAND	Dave's Veggies Farm Market & Greenhouse	(607) 543-0226/vegman@twcny.rr.com	Homer
	Solon Gardens	(607) 836-8972/ph.day@juno.com	Solon
	Bill Anderson Farm Market	(607) 749-5551/baveggiesept@yahoo.com	Little York
DELAWARE	Covered Bridge Farm Market	(607) 369-9431	Unadilla
DUTCHESS	Dashing Star Farm	(518) 789-4576/dashingstarfarmer@gmail.com	Millerton
	Quattro's Poultry & Game Farm	(845) 635-2018/jaq618@aol.com	Pleasant Valley
	Montgomery Place Orchards	(845) 758-6338/mporchards@gmail.com	Red Hook
ERIE	Badding Bros. Farm LLC	(716) 636-7824/contactus@baddingbrosfarm.com	East Amherst
	Agle's Farm Market	(716) 992-4290	Eden
ESEX	Rivermede Farm	(518) 576-2021/rivermede1@aol.com	Keene Valley
FRANKLIN	Elaine's Roadside Market	(518) 483-2738	Malone
GREENE	Stoneledge Farm	info@stoneledge.farm	Leeds
LEWIS	Hidden Pastures Daily	(315) 528-7050/hiddenpasturesdaily@gmail.com	Glenfield
	Autumn Ridge Goat Farm	(315) 286-5478/windy.klossner@yahoo.com	Turin
MADISON	Cazenovia Farmers Market	(315) 655-9243/info@cazenovia/cazenoviamarket@yahoo.com	Cazenovia
	Critz Farms Inc.	(315) 662-3355/info@critzfarms.com	Cazenovia
MONROE	Knickerbocker Farms	(585) 721-1031	Pittsford
	Brightly's Farm Market	(585) 636-4337/betsybrightly@yahoo.com	Hamlin
	Rockin DH	(585) 637-9635/(585) 637-3701	Brockport
	Robb Farms	(585) 352-0814/robbfarm@aol.com	Spencerport
	Kirbys Farm Market	(585) 637-2600/info@kirbysfm.com	Brockport
MONTGOMERY	Damin Farm	(518) 568-2643/daminfarm@frontiernet.net	St Johnsville
	Bellinger's Orchard LLC	(518) 922-8558/info@bellingersorchard.com	Fultonville
NIAGARA	Wagner Farm & Market Inc.	(716) 731-4440/wagnersfarmmarket@frontiernet.net	Sanborn
	Hiller's Sweet Corn Farm Market	(716) 946-5308/nmhiller@aol.com	Burt
	Harris Farm Market	(716) 772-5229	Gasport
ONONDOGA	Neil Casey's Farm Market & Greenhouse	(315) 683-5532	Tully
ONTARIO	Hungry Bear Farms	(585) 412-8745/kimberly@hungrybearfarms.com	Canandaigua
	Joseph's Wayside Market	(585) 374-2380/josway711@aol.com	Naples
ORANGE	The Shops at Jones Farm	(845) 534-4445/customer_service@jonesfarminc.com	Cornwall
	Sweetman Farm	(845) 988-7811/info@sweetmansfarm.com	Warwick
ORLEANS	Rush's Vegetables	(585) 682-4470/rushfarms@yahoo.com	Carlton
	Watt Farm Country Market	(585) 589-8000/office@wattfarms.com	Albion

MARKET LIST IN NYS CONT'D

OSWEGO	Jim & Chris Brannan Farm & Roadside Market	(315) 593-8120/jfbrannan1943@gmail.com	Fulton
SARATOGA	Ropitzky Family Farm	(518) 461-0790/sarfairvw@aol.com	Stillwater
SCHENECTADY	Lansing Farm Market	(518) 464-0889/lansingfarmmarket@yahoo.com	Colonie
LONG ISLAND	Garden of Eve Organic Farm & Market	(631) 722-8777/farmer@gardenofevefarm.com	Riverhead
	Windy Acres Farm	(631) 727-4554/windyacres3810@gmail.com	Calverton
	W & K Farms, Inc.	(631) 878-8653/kennedy559@aol.com	Manorville
	The Long Island Growers Market	(631) 323-3653/longislandgrowersmarket@gmail.com	Orient
	Rottkamp Bros Farm	(516) 671-2566	Old Brookville
	Pumpkin Patch Farm Stand	(631) 924-7444	Yaphank
	Bush Farms	(516) 607-9106/(631) 472-0530	Brookhaven
TOMPKINS	Bakewicz Farms Inc.	(631) 849-1120/bakewiczfarms@optonline.net	Wading River
	Englebert Farms, LLC	(607) 699-3775/kengelbert@stny.rr.com	Nichols
	Indian Creek Farm & Orchard	(607) 227-8248/indiancreekit@gmail.com	Ithaca
	ULSTER	Walkill View Farm	(845) 255-8050/walkillviewfarm@verizon.net
ULSTER	Old Ford Farm LLC	(845) 248-0956/oldfordfarm@oldfordfarm.com	New Paltz
	Jenkins & Lueken Orchards	(845) 255-0999/jlorchards@yahoo.com	New Paltz
	Dressel Farms	(845) 255-0693/dresselapples@gmail.com	New Paltz
WASHINGTON	Gardenworks Farms LLC	(518) 854-3250/gardenworksm@gmail.com	Salem
	Slatevill Farm	(860) 248-0336/slatevillefarm@gmail.com	Granville
WAYNE	Youngman Orchards Farm Market	(315) 576-5157/makayla@youngmanorchardsfarmmarket.com	Sodus
	Stonegoose Market & Cidery	(315) 553-2408/stonegoose1@gmail.com	Sodus Point
	Sorbello Farms	(315) 730-2670/sorbellofarms@gmail.com	Macedon
	Orbakers Farm Market	(315) 589-2036	Williamson
WESTCHESTER	Lagoner Farms	(315) 589-4899/lagonerfarms@verizon.net	Williamson
	Stuart's Farm	(914) 245-2784/bstuart0103@yahoo.com	Granite Springs
WYOMING	HLW Acres	(585) 591-0795	Attica
YATES	The Windmill Farm and Craft Market	(315) 536-3032/info@thewindmill.com	Penn Yan