



## Spring 2023 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: Dacotah Rousseau (Chair), Deb Krajcik, Andrew Dufresne, Kathrine Gregory, Beth Linskey

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

Membership Committee: Bob Bleistein (Chair)

Newsletter edits and design by: Dacotah Rousseau, Kathrine Gregory, Bhavna Punjwani

**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**

## *From the President*

Marketing can make or break your business. You may have the best product out there or offer a superior service, but without marketing how will anyone ever know that you exist? Good marketing educates your potential customers about your products/services. Entices them to want to try/buy it.

As an entrepreneur trying to run your business and do what you do; venturing down the marketing hole can be overwhelming and intimidating.

The first step to successful marketing is knowing your unique selling proposition (USP). What makes your products/services stand out from the competitors? Why should someone choose to work with or buy from you? Talk about your passion for creating this product/service.

This newsletter is filled with articles of reinforcing the adage "if you don't sell, you don't make money; and if you don't make money, you very shortly will not have a business."

In addition to all the internet work you will do, Small Scale helps by posting about you and your business. Our Facebook and Instagram page have new posts about twice a week. Those of you who filled out the google form will see your 'name in print'.

To your continued success

*Kathrine*

## **FROM THE COMMUNICATION CHAIRPERSON**

**(by Dacotah Rousseau, Managing Director at Down to Earth Farmers Markets)**

Whether you have 10 employees or 100 (or it's just you), marketing is an essential part of business success. But "marketing" can feel like a vague and intimidating term. Where do you begin? What tools are really essential? How do you grow your marketing program as your business grows? The most important thing to remember is that marketing is just a set of tools you use and actions you take to let more people know about your business and get more sales of your products. When you think about it that way, you might realize that a lot of things you are already doing are part of your marketing plan!

Writing down a marketing plan is a good idea because it gives you an overview of what you are accomplishing and where you might have holes in your communication. It can be as simple as making a list of what you do to market your business, what tools you use to make it happen, and what you want to see as a result. I always suggest starting with the result and working backwards (e.g., "I want more sales so I need to get more people to try my products so I should register for more tasting events..."). When you write your list, do you have a goal without an action or tool supporting it? Now you know where you need to grow your marketing efforts. This exercise may also give you clarity about what you DON'T need: for example, you might realize that signing up for another social media platform won't get you closer to your desired marketing result, but hiring a designer to make you a new sign will.

In this newsletter we focus on email as a digital marketing tool, and it's a powerful one. Unlike with social media, you own the contact list and control the timing and format of your messaging. It's also versatile enough to work for any kind of business. On the other hand, it takes time and effort to build a contact list and keep up a steady stream of engaging emails. Is it the right tool for you? Let's look at the nuts and bolts of a marketing email together, then dig into the customer insights you can get from email analytics to help you decide.

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## **CONSTRUCTING AN EMAIL NEWSLETTER**

**(by Melissa Grieco, Digital Marketing Manager at Down to Earth Farmers Markets)**

Sending out a customized email newsletter filled with product news and company updates is a great way to stay connected with customers while building your own unique voice, personality, and brand.

Email marketing is a tried and tested digital marketing strategy that is still powerful and relevant today despite the growth of social media marketing. An email newsletter provides an entirely separate communications platform from that of social media. Whereas social media marketing is best suited for posting smaller bites of information that can be quickly scanned and digested, email newsletters allow for the sharing of more in-depth content and news. The list of email addresses you build is owned by your company – an actual company asset – and you, not an algorithm, control how and when subscribers see your content. Plus, email newsletters help you reach and connect with a different demographic that is not using social media, such as many seniors and the social media averse.

At Down to Earth Markets, we create and disseminate nine different email newsletters every week, each customized for our nine farmers markets. Here are some of the best practices we follow and an overview of how we produce and structure our newsletters.

### Software

There are many different email newsletter software tools available, each of them offering a suite of features and options. Be sure to choose whichever software best suits your specific needs and objectives.

## **CONSTRUCTING AN EMAIL NEWSLETTER Cont'd**

At Down to Earth Markets, we use MailChimp to create and transmit our newsletters as it is relatively simple to learn and operate yet offers a range of features that facilitate the creation of a professional-looking product. It's worth spending some of your marketing budget on email management software for a few reasons:

- It will help ensure that your emails make it through to your audience without getting caught in spam filters
- They offer time-saving features such as a range of ready-made design templates to choose from and the ability to clone emails
- They offer significant design support to make it easier to prepare a professional-looking message
- They offer forms to make it easy for people to sign up for your emails via your website, social media profiles, and at events as well as connections to many POS systems to help you create ongoing customer relationships
- They provide you with analytics that will tell you how effective your marketing is and where to focus your efforts

### **Subject Line**

The subject line you choose for your email newsletter is the first thing that will appear in your subscribers' inbox. Given that many recipients will be reading your newsletter on the small screen of their mobile device, the subject line should be pithy yet pertinent to the content and as attention grabbing as possible. The general rule of thumb we follow at Down to Earth is to use no more than 9 words and 60 characters. You may also be able to add a preview line that users see before they click into your message. Don't leave it blank (and *definitely* don't send your email with the filler text still in place) but know that whether someone sees the preview line will depend on how their inbox is configured so don't include vital information that's not repeated in the body of the email.

### **Basic Information**

Your newsletter should always include basic information that identifies your company (name, logo, location, website), provides a way to reach you with questions, makes it clear what you sell (this might be something brief, like your tagline), and tells the recipient what you want them to do next (e.g., "click here to buy this product now," "come see us at booth 52 at the county fair on June 1<sup>st</sup>"). Tell people WHO, WHAT, WHEN, WHERE, HOW. It's simple but important to make this key information easy for customers to find in every email message so that it's a steppingstone to your next interaction and transaction and not a dead end.

### **Main Story**

Choosing a different topic to highlight each week makes a great opening salvo for your newsletter and can be applied across multiple newsletters if you send your email to different target groups each week (e.g., customers in different locations or who purchase through different channels). Our weekly main story piece typically takes a deeper dive into any subject matter that is timely, interesting, and relevant. The theme can range from a seasonal item at its peak, farming/agriculture, a particular time of year, an upcoming holiday or event, a buzzworthy food trend or newsy topic. Be sure to pepper the content with some interesting trivia and data to keep the reader engaged. Aim to cap the main story at between 600-700 words in length.

The main story offers a fantastic opportunity to educate and inform your subscribers while promoting your products in how they relate to the topic being covered. For instance, if you are writing about an apple-based product, share something about the history of apple growing, how to pick the best apples for different uses, or how to dress and what to pack for a day of apple picking in the fall. Another good idea is to choose an appropriate, visually appealing image to headline the text of your main story. Canva.com and Pixabay.com both provide free images to use in marketing communications, but don't just download an image that you find in a web search. Most of those images belong to the photographer or another business and should not be used for commercial purposes without the owner's permission.

### **News**

The News section of your newsletter should include short blurbs about new items and products, discounts, sales, and business updates. Be sure to use clear, precise language so that readers understand what it is you're promoting and how they can capitalize on it. For instance, if an item is on sale, include the discounted pricing, the channels through which the item can be obtained and when the sale ends. Or, if you've just hired a new salesperson, include a short bio about them and perhaps an accompanying headshot to digitally introduce them to customers.

## CONSTRUCTING AN EMAIL NEWSLETTER Cont'd

### Don't Miss

A Don't Miss section featuring items that you want to draw attention to that week can include colorful, alluring images to add visual pizzazz that will break up a text-heavy newsletter. Select good quality product photos that have been edited, filtered, and cropped to be most aesthetically appealing. You can often do this editing work right in the emailing software, but Pixlr.com is a good free web app if your emailing service is more bare-bones and you don't want to edit photos on the small screen of your phone.

### Community News

Demonstrate your connections to your town or neighborhood by sharing your businesses' volunteer activities and donations, local events, or other community news in your newsletter.

### Hidden Treasure

Is there something that customers always ask for, such as recipes or a list of events you will be attending? Keep the information that customers are always on the lookout for at the end of your newsletter to encourage readers to see all your news, especially your product promotions, before they get to the highest value content. For instance, we position the list of our weekly scheduled vendors at or towards the bottom of our newsletters so that subscribers are encouraged to read or scroll through the entire newsletter before reaching the main prize!

### Posting and Sharing

Once you have blasted out your newsletter to your database of subscribers, your emailing software may automatically generate a web page version of the email with a shareable link to post on your social media, blog page and/or website. This helps you reach more sets of eyeballs while getting extra mileage out of the effort you are devoting to producing the content.

### Data and Analytics

In the week after you send your email, be sure to check your analytics to see when people opened the message, whether the subject line was effective at getting recipients to click into the message, and what links they followed. It will give you valuable insight into your customers and help you refine your future email messages to make them even more impactful. Also keep an eye on bounces and unsubscribes. Your email management software will handle these for you but it's a good idea to look for trends and clean up your email address list once in a while.

## NYSSFPA SOCIAL LINKS

Like and follow us on Facebook and Instagram to learn about fellow NYSSFPA members, our seminars, and other industry events. Have you been featured in our social media feeds yet? If not, be sure to submit your membership registration form by following [this link](#). Having a logo or website is not necessary to complete the form. Look at some of the examples of past posts.

We're on Facebook [@smallscaleny](#)

We're on Instagram [@nysmallscale](#)



## Using Email Newsletter Analytics to Improve Your Marketing?

(By Patricia Richter, Client Services Manager at The Entrepreneur Incubator Space)

The above article discussed how to create an effective newsletter. Now you must understand how your customers respond to what you sent. Was it spammed or read? If you suggested an action, was it acted upon? You have thousands of e-mail addresses: Are they valid, are you resonating with your customers?

Find an automated email system such as Mailchimp, Moosend, Hubspot, Omnisend, GetResponse, Constant Contact, MailerLite, AWeber, Mailjet. Mailchimp is free up to a certain number of contacts and I believe the same is true of Constant Contact.

The best thing to do even before placing data into the system is to organize your contacts, some suggestions:

- By what the customer purchases
- By location
- By season
- General
- "Friends of My ..."

For each category or segment, name them.

If you do not know the best category for the contact have a general group, in that general group through analytics you will discover where they belong.

Once a month or once a quarter send a general e-blast to include upcoming markets, recipes, news about a new launch, a new market, a contest, something that appeals to all your subscribers with links.

After a few generic e-newsletters you will notice who opens the emails and who clicks on which links; this is when subdivisions may occur. These analytics will show you what your subscriber is most interested in and then you may target them directly, say recipes using your product which will help with reaching your goals. Getting into the back end to review your analytics, is done by signing into the account, nothing more really.

### **What you can immediately analyze:**

**Open Rates:** This is the percentage of subscribers who opened your email.

**Click-Through Rates (CTR):** This is the percentage of subscribers who clicked on a link in your email.

**Conversion Rates:** This is the percentage of subscribers who completed a desired action, such as making a purchase or filling out a form.

**Bounce Rates:** This is the percentage of emails that were undeliverable and bounced back to you. (It is best to remove those emails immediately)

**Subscriber Behavior:** This includes data on how your subscribers interact with your emails, such as the types of content they engage with, the frequency of their engagement, and the devices they use to open your emails.

**Geographic Data:** This includes information on where your subscribers are located. Analyzing geographic data can help you create more targeted campaigns that are tailored to specific regions or time zones.

### **Why use email marketing analytics:**

**Improve targeting and personalization:** By analyzing data on subscriber behavior and preferences, you can better understand your audience and tailor your campaigns to their interests and needs.

## Using Email Newsletter Analytics to Improve Your Marketing? (Cont'd)

**Higher ROI:** By analyzing data on conversion rates and other metrics, you can identify areas of your campaigns that are underperforming and make changes to improve their effectiveness.

**Better decision making:** Email marketing analytics can provide you with valuable insights into the effectiveness of your campaigns and help you make data-driven decisions about how to optimize and improve them. This can help you avoid guesswork and make decisions based on solid data.

**Continuous improvement:** By regularly analyzing data and making changes to your campaigns, you can continuously improve the effectiveness of your email marketing efforts. This can help you stay ahead of the competition.

**Better understanding of your audience:** By analyzing data on subscriber behavior, demographics, and other factors, you can gain a better understanding of your audience and what motivates them to engage with your brand. This can help you create more targeted and effective campaigns that resonate with your audience on a deeper level.

**Conduct surveys:** Surveys are a great way to gather feedback and insights from your audience. By asking subscribers for feedback on their interests, preferences, and opinions, you can gain valuable insights into what types of content and messaging they are most interested in and use this information to create more effective campaigns.

**Analytics may improve your open rates, click-through rates.**

**Test subject lines:** By analyzing data on open rates, you can gain insights into which subject lines are most effective in capturing the attention of your subscribers. You can use this information to test different subject lines and see which ones resonate best with your audience.

**Segment your audience:** By segmenting your audience based on their interests, behavior, and preferences, you can create more targeted and personalized campaigns that are more likely to resonate with individual subscribers.

**Optimize send times:** By analyzing data on when your subscribers are most likely to open and engage with your emails, you can optimize your send times to maximize the chances of your emails being seen and opened. This may involve testing different send times to see what works best for your audience or using automated send times based on subscriber behavior.

**Use A/B testing:** A/B testing allows you to test different elements of your emails to see what works best in terms of open rates and other metrics. For example, you can test different email designs, calls-to-action, or sender names to see what resonates best with your audience and leads to higher open rates.

**Track conversion metrics:** By tracking conversion metrics like click-to-open rates, conversion rates, and revenue per email, you can gain insights into how effective your campaigns are at driving conversions.

**Use triggered emails:** Triggered emails are messages that are automatically sent to subscribers based on their behavior or actions, such as abandoned cart emails or welcome series. By using triggered emails, you can provide subscribers with timely and relevant messages that are more likely to drive conversions.

**By using some or all analytic data to help design better emails will ultimately help your brand achieve its goals.**

**WHAT'S NEW or in this case WHO'S NEW**

Welcome to these new members. We have included either their email or website. We are in the process of updating the NYSSFPA website directory so check that location for more information.

**2023 New Members**

Last Name	Name	Company Name	email/website	description
Alayon	Kalisma	Bennett's Deli and Sandwich Co	BennettsDeliAndSandwich.com	Family businesss serving prepared food to go
Alexander	Carol	DownTo Earth Markets	DownToEarthMarkets.com	Local farmer's markets located across all boroughs of NYC and Westchester. Focusing on the small artisan food producer and farmer
Casimir-Maglo	Althea	Althea's Tropical Delights LLC	AltheasTropicalDelights.com	bringing the sweet taste of the Caribbean to all our baked goods. All dairy free and some are gluten free or vegan
Coluccio	Stephen	Coluccio Cooks	ColuccioCooks.com	Luxury private chef. Private dinners, event catering, cooking classes. Starting a line of packaged goods
Conliffe	Cherie	Chervitality	Chervitality.com	wellness company owned by a registered dietician selling bottled teas, tea blends and seamoss products
Devigne	Charles	Harlem Baking Co	HarlemBakingCo.com	mouth watering desserts are served in a jar, with 9 unique flavors all natural ingredients.
Bogdanov	Nina	Consulting	AstoriaFilmFestival.org	obtain jobs in the media industry
Fullam	Kate	East End Food Institute	EastEndFood.org	supporting, promoting and advocating for local food and local producers. On the East End of Long Island
Fretchman	Jill	Package design/graphic artist consultant	JillFretchman.com	an entrepreneur, designer, creative strategist and former specialty food owner; dedicated to building beautiful authentic and impactful brands
Gaines	Denise	GG Bakes Inc	GGBakes.net	Family owned and operated creating beautiful customized designed baked goods
Hairston	Monica	Oma's Kitchen	Facebook.com/OmasKitchen380/	Seasonings, flavorings, dips from a family recipe. "Like a salsa only better"
Hirsch	Alan L.	Latafood	Alan.L.Hirsh@gmail.com	catering and BBQ sauce company
Hopkins	Scott	NoFo Pot Pies	NoFoPotPies.com	hand made pot pies, just heat and serve. Flavors are poultry, meat, fish vegan, vegetarian and desserts.
Mazzamaro	Justin		JMazzamaro@gmail.com	starting a sweet and spicy cherry pepper relish product
Millstein	Sasha	Aunt Ethel's Pot Pies	AuntEthels.com	Pot pies from a family recipe. Heat and serve, flavors include roasted chicken, coq au vin, vegetarian lentil chili
Montero	Rebecca	Spread-mmms LLC	Spread-mmms.com	olive tapenade, mischevious orange marmelade, sassy savory spreads
Ofstein	Dan	Fergy's Fine Flavorings	FergysFineFlavorings.com	5 unique spice blends perfect for meats, poultry and vegetables. A family recipe
Oliver	Onique	Executive Chef/owner	info@OniqueOliver.com	Catering chef looking to creat a line of carbonated drinks infused with herbs and bark
Osula	Olusola	Najja Ree LLC	NajjaReeLLC@gmail.com	Juice based beverage with ginger and herbs
Pellicano	Laurie Ellen	Laurie Ellen	LaurieEllen.com	shortbreads and other baked goods. Not too sweet and on the cusp of savory, small but not precious
Rojer	Alan	Zena Farmstead LLC	ZenaFarmstead.com	practicing regenerative farming. Vegetables meat, poultry and eggs
Ryan	Brenda	DownTo Earth Markets	DownToEarthMarkets.com	celebrating the food culture and creating economic opportunities for local producers & farmers
Scott	Abraham		AbrahamScott@gmail.com	baker specializing in cheesecakes and other baked goods
Sylvain	Linda	The Jumbo Spot	Sylvain.Linda@gmail.com	baker of Italian cookies, breads and other confections
Weekes	Alton	Cellful	CellfulOrganics.com	cold press Juice drinks "from the garden" liquifying fruits and vegetables to be better absorbed by your system