



Winter 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, Kevin Byrne

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

Membership Committee: Bob Bleistein (Chair)

Newsletter edits and design by: Bhavna Punjwani, Kathrine Gregory

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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

A President's Plea

NYSSFPA desperately needs you

We need six more people to be on the Small Scale Board of Directors for 2022.

We want those who have been in the industry for years to bring their "been-there-done-that" expertise, and we want those of you who are new to the food processor's world to bring your enthusiasm and your fresh ideas. With this balance, we will be able to grow our organization.

Through information exchange, NYSSFPA can be a central clearing spot for those in the food manufacturing sector. For years, our board members have been disseminating their knowledge through Small Scale, sharing their key learnings within our industry, making us all better entrepreneurs and educators.

There are so many things of value that we want to produce for you, but we currently lack the 'person-power' to physically accomplish these projects.

Some of the ideas we have been spoken about are the following:

- Continue to run the virtual seminars on important topics to the food processors industry
- Increase the number of newsletters to 6 times a year
- Virtual meet and greet sessions
- Update and improve our website

The responsibilities of a board member:

- Be a member in good standing
- Attend 4 board conference calls and 1 annual board meeting for the year
- Be involved in a committee (Financial; Membership; Communications; Education)

HELP GROW OUR ORGANIZATION. This is my sincere plea.

Kathrine

WEBINAR SERIES RECAP

In 2021, with all of the ups and downs of the pandemic, the Board decided to run a three-webinar series. It was very well attended; we brought out some very important topics and our plan is to continue this since zoom has now become a word in our daily vocabulary.

WEBINAR 1

Webinar 1 was about becoming an entrepreneur. What mindset, financial, and research is required? Our speaker Steve Hadcock from CCE Albany County gave an excellent presentation on what it really takes to become a successful entrepreneur and foodpreneur .

Here is what the first webinar covered:

SESSION 1: WHAT DOES IT TAKE TO RUN A FOOD BUSINESS?

You have a dream. Now give yourself a practical step-by-step roadmap to create your business into a reality. This session includes:

- Business readiness: Acquiring the focus and mindset to be an entrepreneur.
- Commitment: Time management that a business requires to get off the ground and run effectively.
- Self-assessment: Looking for help and identifying resources including capital and technical assistance.
- Legal Structures: Choosing the right one for your business.
- Insurance: It is mandatory. How much will your specific enterprise need and what will it cost?
- Licensing: All food products must be licensed. Which one do you need to produce and market your product?

In this presentation, Steve specially explained the mental and emotional requirements of being an entrepreneur. Can you handle the stress? Can you organize your life so that you can continue your day job and generate revenue for yourself - earn money to pay the rent and at the same time have enough energy to do the outreach required to become successful? The research to find a market to participate in? The research to look at stores that would be the right venue for your product? All of this requires a certain type of stamina, and it requires an understanding of oneself. Not everybody is an entrepreneur and nor should they be.

ABOUT THE SPEAKER

STEPHEN HADCOCK

Stephen's interest and passion for farming started at age 10 when he visited a dairy farm near his home and participated in 4H. He graduated from SUNY Cobleskill and then received a Bachelor's of Science degree in Animal Science.

While growing up, being an educator was low on his list of occupations he thought to pursue. He had the opportunity to join Cornell Cooperative Extension upon graduating from Cornell and have been here ever since. Stephen finds joy in helping others through technical assistance and education. This career has also sparked his desire to be a life-long learner.

WEBINAR 2

The second seminar was all about pricing. Kathrine Gregory gave a detailed description of how to price each product that you have. All attendees were given a worksheet, and she went over it step-by-step to explain what had to be done. She calls her price sheet the 'down and dirty worksheet' because she doesn't want you to spend hours and hours in front of the computer or calculator figuring out how many units you can make in a shift. This worksheet allows you to understand your prices and the relationship of the prices to the big picture - cost structure, positioning, and long term profitability.

Pricing your product is a part of marketing. You need to know if you're going to be able to charge a low enough price to reach out to supermarkets or if you have an artisanal product which is always more expensive. With a higher price, you need to justify your pricing, to show the value of what your consumer will be getting by paying that price.

How important is pricing? If you do not price your product properly, you will not make a profit. If you don't make a profit, you won't make money. If you don't make money you won't have a business. For example, if you sell 100 pieces and lose a penny per unit, a penny per unit loss would become a \$10 loss; if you made and sold 1000 pieces. Now you've lost \$100, so volume is not going to make it profitable. The profit must start from the very, very beginning. Understanding your pricing means that you will also understand which stores to approach. You will understand the verbiage you have to use to describe your product. If being organic is something that is so important to your target customer, then know that your price is going to be higher but it's also going to be on your labeling and your website; it's going to be in the words you use to describe yourself. The pricing worksheet that was presented during this webinar is there to make it easy for you to recognize your positioning as well. Nobody wants you to spend your time in front of the calculator but you need to have accurate figures to start from. What is the most accurate? - what it will cost you to buy the ingredients and the packaging. Having that absolute cost would then enable you to simply figure out what you have to charge to another store or what you have to charge to the consumer. All of this is so that you do not make the mistake of underpricing yourself. I know that it sounds wonderful to have a store tell you "I want 10,000 pieces" but if you don't have it priced accurately, then all you'll be doing is digging into your savings account.

Here is what the second webinar covered:

SESSION 2: PRICING FOR PROFIT

You are taking your prized recipe, turning your passion into a business. You need to make sure you generate a profit on each unit you sell. Pricing is important - not only to make money, but to understand how to market your product. In this workshop, you will learn how to price accurately (It is not hard once you know the simple process, and how to understand your competition so you stand out and sell. This session includes:

- Recipe weight conversion: Learn how to convert from cups and teaspoons to ounces or grams.
- Figuring out ingredient costs.
- Pricing formulas: Price differential for wholesale versus retail.
- Review of Pricing Sheet: Creating a pricing chart for each recipe.

ABOUT THE SPEAKER

KATHRINE GREGORY

Mi Kitchen es su Kitchen® Founder/Director of a consulting firm servicing non-profit organizations nationwide, specifically for creation of Kitchen Incubators. These facilities contain fully equipped cooking spaces rented on an as-needed basis. In addition to the manufacturing space the foodpreneurs are offered professional advises on how to grow their business, ultimately leading to community prosperity. She is the managing consultant at the Entrepreneur Space a 12,000 sq ft incubator in Queens NY. She lectures on various topics from starting a food business to general foodcentric economic needs. She was invited to speak at an international conference in Paris Sept 2016 on incubators and social entrepreneurship.

She has over 40 years of experience in the food industry ranging from restaurants to catering and cabarets to natural foods and manufacture. She is the current president of New York Small Scale Food Processors Association.

WEBINAR 3

The last seminar was focused on marketing. Our two speakers, Dacotah Rousseau from Down to Earth Markets and Andrea Reisen from Healing Spirits Farm.

Both presented the consumer's viewpoint; how to reach that consumer, and what are their value positions. Dacotah's PowerPoint on marketing at The Down to Earth markets was exceptionally detailed in explaining what to do, how to display, how to act with the consumer coming to your table and some of the benefits of what happens by showcasing at a market.

Andrea spoke about how they grew their business, starting with a small herb farm to creating the tinctures and dried herbs and how to educate their consumers on how to use the products that they were growing and selling. They now have expanded greatly. They've gone to online sales which has proven to be a very strong force, especially during the pandemic, but also because many of their customers are no longer in the neighborhood. They've improved their website, making it more informative and more accessible to others.

Here is what the third webinar covered:

SESSION 3: SUCCESSFUL MARKETING

Making your product unique. Identify and reach your target market using demographic data and direct observation. Focus on presentation; online, retail/wholesale, or direct:

- Selling requirements for specific venues.
- Storytelling: Tell your story to connect to your target audience; in person, through packaging, through social media.
- Comparison chart: Who or what is your competition? Setting yourself apart.

ABOUT THE SPEAKERS

DACOTAH ROUSSEAU

Dacotah Rousseau is a native New Yorker who worked in food and wine before joining Down to Earth Farmers Markets. In 2016 she joined the Down to Earth team and enthusiastically transitioned into the world of local food. These days she uses her background in small business management and marketing as Managing Director of the company, a mission-driven Certified B Corp. that creates and operates farmers markets in New York City and the Westchester suburbs.

ANDREA AND MATTHAIS REISEN

Founding Healing Spirits Herb Farm in 1991, Matthias and Andrea take into careful consideration the seasons, weather, soil quality, and even the energetic health of the land and water. After harvest, they properly dry, process and package your herbs to ensure their products are of the highest quality. The same integrity is brought to their mushroom products that people have come to expect from their herbs. The Reisen's feel that there is a real need for small farms dedicated to quality, service and environmental sustainability.

CONCLUSION

What we want for the future

One of Small Scale's goals for 2022 is to continue to do these seminars. The Board liked the concept of three seminars together with a central theme. Maria Grimaldi spearheaded the concept and was the moderator for each of the seminars. Her expertise in arranging this project was invaluable to the professional presentation. What was especially gratifying was to see the response that we had from nonmembers who, reading the blurbs on Eventbrite, considered what we had to offer as something viable. NYSSFPA has the expertise through you, our members to continue this concept. We will be reaching out to you to ask you to share your experiences as speakers for these seminars. Your day-to-day key learnings will allow all of us to become better foodpreneurs.

The zoom seminars are available on YouTube. We have them secured under our NYSSFPA zoom library. If you would like to purchase the series or simply a single video on a specific topic, email Bhavna.Bhavna.SmallScale@gmail.com with your request and she will give you the steps to log in as well as pay. The charge is \$10 for the series of three or \$4 for each individual video, which is a benefit of membership.

NEW MEMBER ANNOUNCEMENT

Starting in 2022, in our newsletters, we'd like to welcome our new members. We will be listing them by name with their company name, and a brief description of what they will be manufacturing. Whenever you want more information, of course go to the website directory for their contact information or more details.

OUR ANNUAL NYSSFPA BOARD MEETING ANNOUNCEMENT

DATE to be determined

Again, our annual NYSSFPA board meeting will be held via zoom until this pandemic gets us to a different point where we can all see each other in person. Our focus will be on the budget, our goals for 2022, a recap of some of the goals we achieved in 2021, and a chance for you to ask any questions or HOPEFULLY learn more about what we are doing and get involved.

GOING FORWARD FOR 2022 AS A BUSINESS, ARE YOU RIDING THE WAVE?

There are various trends that have been going strong from consuming plant based foods, upcycling foods and creative uses of foods to consuming ethnic and heritage based foods/products.

According to Foodprocess.com, while upcycling food is very much on trend, big producers are slow to introduce upcycled goods. The majority of the current upcycled products are expensive not because of ingredient cost or quality, but the process itself is so much more expensive for the smaller producers compared to the bigger, more established manufacturers. Should they enter the picture, upcycled products would be more accessible and food waste would be drastically reduced. For more information, check out the article here: <https://www.foodprocessing.com/articles/2021/upcycling-food/> .

The Upcycled Food Association recently introduced a certified upcycled program, which helps many smaller companies with its marketing efforts. In fact, the current certification program is open for public review. For more information on how you can get involved, click here: www.Upcycledfood.org . In addition to the certification program, The Upcycled Food Association provides hands-on support and resources to its members. "Our members are projecting sales upwards of 160% this year over last year," said Turner Wyatt, CEO of the Upcycled Food Association.

New York State with its diverse farms - many of them small - are the perfect partnerships, working with them to create upcycled food products. The interesting thing about upcycling is that it doesn't have to be done in great volume. Part of its feasibility specialty is that it is based on what is available around you at the time. If you make a drink with raspberries and it's no longer available, that's fine. That is a marketing tool that you would use to enhance your brand and the artisanal craft nature of your company.

SUMMARY OF 2022 FOOD TRENDS

Pre-pandemic, it was much easier for entrepreneurs to plan months in advance for different sales events and opportunities and trade shows etc. However, with the COVID-19 pandemic, it has been very difficult to plan these things. Plus, people have lost focus overtime about what they really stand for and what else they could do with their business. Think of this current year, 2022, as a reset but more importantly, think about the lessons that you have learned in the last two years and how in order for you to succeed in this day and age, you really need to think on your feet. You really need to understand how to be present and be able to be innovative and creative with the circumstances facing you at hand.

During the shelter in place, people were forced to narrow their worlds. For a couple of months, there was no sign of returning back to normal. Entrepreneurs were challenged with the hard task of how to continue to grow their business. Some people went online, some people worked on their website and just added a shopping cart, and some people found alternative sales channels. The resulting creativity was not all negative, however, especially if they had a product that they had made, they worked on selling that product so that they used up their stocks. Entrepreneurs narrowed their focus with how they did things. Maybe they didn't have 12 people working for them, but through all of these past two years, the focus was always to continue doing it in a totally different way and to continue reevaluating yourself.