



food for thought

LETTER FROM THE PRESIDENT

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Dear MSFA Members,

The fall season is here, and with it comes the realization that the busy holiday season is fast approaching. This issue of Food for Thought contains some marketing opportunities that will help you get ready for increased sales. See "Member Participation" for details.

Some highlights of this issue include:

- Once again MSFA members are offered the opportunity to place an ad in the beautiful publication, Edible Boston. The October issue featured 10 of our MSFA members on a two page color spread. Repeat ads get noticed and are very effective, so we are offering this opportunity again at a reduced price. **The deadline is Nov. 2.** Many thanks to Edible Boston editor, Ilene Bezahler for working with MSFA on this.
- The MSFA is participating in the New England Foodservice & Lodging Expo with an MSFA booth, April 6-8, 2008, and members are invited to exhibit in the "Specialty Food Pavilion" with a special discount rate. See Member Participation section of this newsletter for details.



- The MSFA Board is working on plans for the MSFA Annual Meeting to be held on Mon., Feb. 25, 2008, at the elegant Lanam Club in Andover, MA. Please mark your calendars for this

not-to-be-missed event that always is a treat for everyone. There will be a networking hour prior to the dinner/annual meeting where members may exhibit and sample their products. This year we will be inviting more buyers and special guests to view and sample your specialty foods. We're

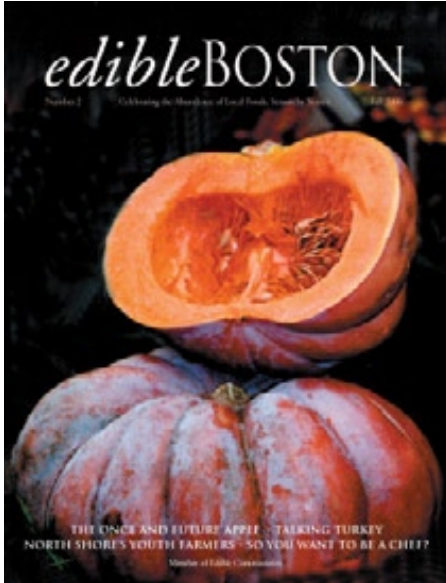
excited about our keynote speaker, Jerry Shafir of Kettle Cuisine, who will share insights on his business success.

Each MSFA member will be mailed an invitation, and the event will also be announced in the January MSFA newsletter.

Best wishes to all for a healthy, happy and prosperous holiday season!

With warm regards,
Carol Coutrier
President, MSFA

GROUP AD



Cover of Edible Boston, Number 2, Fall, 2006,
Photo by Deborah Bezahler

Dear Members of The Massachusetts Specialty Foods Association,
MSFA is working with Edible Boston to design an advertisement to be run in the Winter issue of the magazine. For those of you who have not seen Edible Boston, it is a locally published magazine with a mission to “change how consumers eat, shop and think about local food.” The magazine focuses on individuals and companies in the greater Boston area who are growing and producing food, whether it be a local farmer, baker or caterer. The emphasis is on local and seasonal food.

Despite its name, Edible Boston encompasses all of the surrounding counties: Essex, Middlesex, Worcester, Suffolk, and Norfolk.

Edible Boston is published seasonally and will be available to the public free of charge. Distributed through advertisers, local farmer’s markets, and other food related events in the region advertisers will have an opportunity to reach 75,000 desirable consumers each season. Edible Boston, like no other publication in the area directly targets your market. As Andrea Taber of Ever So Humble Pie Co. will testify, advertising in Edible Boston has in a very short time increased her customer base. Within the first week the magazine was distributed, she acquired two new accounts and has continued to increase her business through the exposure in the magazine.

MSFA is hoping to do a full page ad that will include ads from the individual companies participating. In order for us to go ahead with this ad, we will need a minimum of 6 (maximum of 9) companies to participate. The cost per company is listed below. Each company will be represented with an ad measuring 2 ½” Wide X 3” High.

Commitment for one issue - \$250.00

In order to take part in this offer, we will need a commitment in the form of a check for \$250. from you by November 15. Help with artwork is available from Edible Boston at no charge.

If interested, please mail your \$250. check made out to the MSFA to

MSFA, C/O Carol Coutrier,
P.O. Box 34,
Groton, MA 01450

by November 15, 2007.

Artwork should be emailed to Ilene Bezahler at Edible Boston
ilene@edibleboston.net

by November 2, 2007.

If you have questions or would like additional information, please contact Ilene at ilene@edibleboston.net or 617-278-9114.



Tastes have certainly changed since 1924 when a team of stevedores used ropes and pulleys to unload 100-pound sacks of loose Dutch cocoa – the very first order imported by the founders of Sparrow Enterprises.

Back then, chocolate was mostly used as a baking ingredient or as a breakfast beverage – a tradition brought to America by the Europeans who had been arriving since the turn of the century.

Today, chocolate – its quality, uses and consumption – has truly exploded. Connoisseurs of chocolate are as sophisticated in their preferences as any wine fanatic.

And we've changed as well – growing from a Boston-based supplier of cocoa powder to a nationally recognized importer and distributor of more than 2,000 quality products.

From poppy seeds to coconut and fruit purees – from dried garlic to crystallized ginger – we're dedicated to sourcing the finest ingredients from around the world and bringing them to food manufacturers, commercial bakers, restaurants, markets and specialty retailers – with a commitment to service and pricing that has won us a loyal family of clients and a reputation for excellence and integrity.

Sparrow Enterprises

98 R Condor Street
East Boston, MA 02128

MEMBER PROFILES

AUTHENTIC INDIAN LASSI: NOW MADE LOCALLY



Dahlicious Lassi is the only authentic Indian lassi in the United States. This traditional drink, wildly popular across South Asia, blends dahi (a tastier, healthier cousin to yogurt) with pure fruit or spice.

Lassi's origins go back over 4,000 years, and its unique health benefits were clear from the start – ancient texts even call it “the food of the gods!”

Why dahi? It's authentic Indian lassi's key ingredient. Our dahi is Slow-Cultured™ in small batches, with organic milk from local family farms, for over 20 hours (4x longer than yogurt). It's what makes Dahlicious Lassi... naturally sweet (so it needs less added sugar than yogurt)... and seriously probiotic (five kinds of active cultures).

How serious? At least 15 BILLION probiotic cultures in every bottle. Dahi has been shown to improve digestive health, boost immunity, and may even help manage cholesterol.

Available now: Mango•Go, with pure Alphonso mangoes (the best in the world), and Mama•Matcha, with handpicked Matcha green tea and a splash of lychee. Both can be found in a number of Boston-area health food markets, and in Whole Foods across Eastern Massachusetts.

Dahlicious was founded by JD Sethi (a recovering techno geek with a lifelong passion for authentic and healthy foods), and Scott Elias (a serious global foodie with 25 years of branding & marketing for the world's most prominent brands).

For more information, visit www.dahlicious.com or email info@dahlicious.com.

MEMBER PROFILES

FIOR D'ITALIA PASTA AND CHEESE COMPANY



Photo: Callaway Photo www.callawayphoto.com

ABOUT OUR COMPANY

Fior D'Italia is a specialty food company specializing in fresh pasta. The company was created in 1987 by chef and owner Victor Tirrito and is located in Manchester, Vermont. Victor was born into the food business, with a history that stems from his grandparents immigration from Italy. They brought with them the art of pasta and cheese making, a tradition that is carried on today at Fior D'Italia.

After graduating from the Culinary Institute of America, Victor trained in all capacities in some of the finest kitchens in New York and New England. He has since coupled his professional experience with three generations of family tradition to create Firo D'Italia Pasta and Cheese Company.

ABOUT OUR PRODUCTS

All the products from Fior D'Italia are made fresh daily using the finest ingredients available. We use locally produced products and absolutely no preservatives, artificial colors or flavors in our pasta. In addition, we do not use milk from cows treated with Artificial Growth Hormones.

We pride ourselves on using only the highest quality ingredients, domestic and imported, in making our products. We combine old world flavors and natural ingredients to produce a unique blend of regional traditions.

OUR GOALS

We seek to combine culinary skills and quality ingredients with state of the art equipment to create a superior product. We are determined to be one of the leaders in the industry today for quality, originality and service.

Fior D'Italia Pasta and Cheese

P.O. Box 704

Manchester Center, Vermont 05255

802-362-5251

www.thepastaman.com



THE UPCOMING NETWORKING AT NUESTRA CULINARY VENTURES (NCV)

**JOIN US FOR AN AFTERNOON
OF NETWORKING AT NCV
ON THURSDAY, NOVEMBER 8TH,
2-4 PM.**

NCV provides resources and assistance to help aspiring culinary entrepreneurs realize their dreams of owning a food business. NCV seeks to help small-scale food entrepreneurs succeed by providing a low-cost, shared-use kitchen facility in order to create business opportunities, employment and multicultural economic activity throughout Boston's neighborhoods.

www.nuestracdc.org

Please contact Ellen Callaway, MSFA networking coordinator to register.

Ellen@callawayphoto.com or
617-845-6060.

DRIVING DIRECTIONS TO NUESTRA CULINARY VENTURES:

FROM SOUTH OF BOSTON

› 93 North to Exit 18 (Mass Ave and Roxbury exit). Go straight down Melnea Cass Boulevard until almost to the end.

- Take a left on Tremont Street (Landmark: Ruggles MBTA Station and Northeastern University will be on your right when you turn onto Tremont Street). Follow Tremont Street through several lights. Tremont Street becomes Columbus Avenue.
- Take a right on Amory Street (Landmark: Look for a big, powder blue muffler shop on the right -- directly after Centre St.)
- Follow Amory Street through 2 lights. After the 2nd light, take a left onto Porter Street. (Landmark: Directly after Boylston Street).
- Go to the end of Porter Street and the Brewery is on the right.

FROM NORTH OF BOSTON

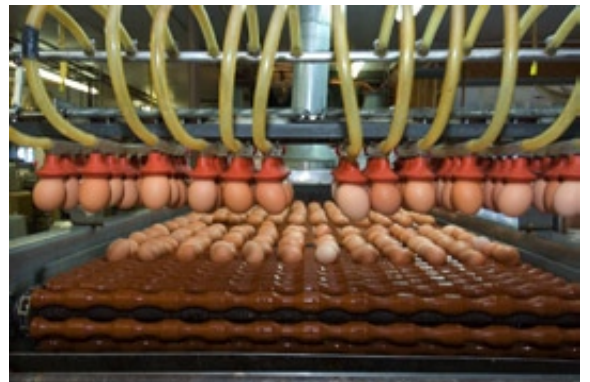
- 93 South to Exit 18 (Mass Ave and Roxbury exit).
- Follow above directions

RECENT NETWORKING EVENT AT THE COUNTRY HEN



photos ©2007 Callaway Photo www.callawayphoto.com

RECENT NETWORKING EVENT AT THE COUNTRY HEN



photos ©2007 Callaway Photo www.callawayphoto.com

MSFA CALENDAR OF EVENTS

2007 CALENDAR

September 26 – 29, Natural Products Expo East, Baltimore
www.expoeast.com

September 28, Salute to New England Specialty Foods, Springfield, MA
bonita.oehlke@state.ma.us

September 29 & 30 Hancock Shaker Village, 11th Annual Country Fair, Hancock
www.hancockshakervillage.org

October 10 & 24 – “How to Become a Culinary Entrepreneur”, Nuestra Culinary Ventures,
www.nuestracdc.org.

October 13 – 17 ANUGA, World’s largest food show, Cologne, Germany
<http://www.anuga.com/>
<http://www.foodexportusa.org/>

October 16 – “Securing a Small Business Loan” with Accion USA, 6-7 PM at Nuestra Culinary Ventures,
www.nuestracdc.org ..

October 20 – 12th Annual Boston Vegetarian Food Festival. Contact Evelyn Kimber, 617-424-8846 or BVS@ivu.org, www.BostonVeg.org.

October 23 – “Product Marketing ABC’s Workshop” presented by Whole Foods, 6:30-8 PM.
www.nuestracdc.org.

October 29 – 31, USA Pavilion at Americas Food and Beverage Show, Miami Beach
www.nasdatradeshow.org/

November 8, 2007, MSFA Networking Event at Nuestra Culinary Ventures, 2-4 PM. Contact Ellen Callaway, ellen@callawayphoto.com to register.

December 11 – 12, New England Vegetable and Berry Growers Association, Manchester, NH
www.nevbc.org/

2008 CALENDAR

January 13-15, 2008 33rd Winter Fancy Food Show, San Diego, CA www.fancyfoodshows.com

January 21, 2008 Northeast Buyers Mission, Boston
<http://www.foodexportusa.org/> or bonita.oehlke@state.ma.us

February 25, 2008 – 5-9 PM, MSFA Annual Meeting, Lanam Club, Andover, MA. Member Exhibits, Networking, Gourmet Dinner and Keynote Speaker, Jerry Shafir, CEO of Kettle Cuisine. 800-813-5862.

February 29 – March 2, Fiery Foods and Barbecue Show, Albuquerque, NM
<http://www.fiery-foods.com/>

March 11 – Taste of the North Shore, Danversport Yacht Club, Danvers, MA.
Thomasr192@aol.com

March 13 – 16, Natural Products Expo West, Anaheim
www.expowest.com

March 28-30 – D2E Exposition (Boston’s first exposition dedicated to sustainable living).
Info@d2eboston.com,
www.d2eboston.com

April 6 – 8, New England Foodservice and Lodging Expo, Boston
www.nefsexpo.com/08/public/enter.aspx

April 26 – 29, All Things Organic, Chicago
<http://www.organicexpo.com/>

April 27 – 29, US Food Export Showcase, Chicago
www.nasdatradeshow.org

April 27-29, 10th Spring Fancy Food Show, Chicago
<http://www.fancyfoodshows.com/>

May 17 – 20, National Restaurant Association Show, Chicago
www.restaurant.org

May 17 – 20, American Food Fare, Chicago www.nasdatradeshow.org

June 29 - July 1, 54th Summer Fancy Food Show, New York
www.fancyfoodshows.com

MEMBER PARTICIPATION

12TH ANNUAL BOSTON VEGETARIAN FOOD FESTIVAL

**Saturday, October 20, 2007 --
Boston, MA**

Dear Massachusetts Specialty Foods Association member,
Please join us at the longest running Veg Festival in the country!

Linked below is sponsor and exhibitor info for the 12th Annual Boston Vegetarian Food Festival on Saturday, Oct. 20, 2007. Join us for this opportunity to present your products to a large and targeted audience!

Please read the comments from our sponsors and exhibitors from previous years, shown in the yellow box. You'll see the enthusiasm they have for this event!

Check here for all the details and forms: <http://www.BostonVeg.org/foodfest/letter.html>

Please contact me with any questions. Note the early registration discount! Please note that we sell out of exhibitor space each year, so register to reserve your space.

We look forward to another great event!

Evelyn Kimber
Boston Vegetarian Food Festival
617-424-8846
BVS@ivu.org
<http://www.BostonVeg.org>

P.S. This Festival is organized by the nonprofit Boston Vegetarian Society. Organizers donate their time and talents, a factor in keeping our exhibitor fees low!

NEW ENGLAND FOODSERVICE & LODGING EXPOSITION & CONFERENCE

April 6-8, 2008

Boston Convention and Exhibition Center, Boston, MA

Mark your calendar! The New England Foodservice & Lodging Exposition (NEFS) will be held at the Boston Convention & Exhibition Center April 6-8, 2008. The 2007 event was a tremendous success. Over 10,500 buyers representing every major retail and foodservice segment were in attendance. Many new products were promoted at the 2007 show and a "New Product Promotion Program" was launched to help exhibitors promote their new products to buyers before and during the show. If you have a new product, please let us know!

The organizers of The New England Foodservice and Lodging Expo and MSFA have worked closely together for several years to bring Specialty Food Manufacturers together with qualified foodservice buyers from restaurants, hotels, institutions and retail establishments. NEFS continues to offer MSFA members a substantial

discount on exhibit space within the "Specialty Food Pavilion". We'd enjoy speaking with you about the many opportunities NEFS provides MSFA members. Please give Beth Schultz a call at 207-443-3083 or send an email at bschultz@divcom.com for exhibiting information. Keep your eyes open for exciting updates about the 2008 show!

D2E AN EXPLORATION INTO SUSTAINABLE LIVING

D2E, Boston's first exposition dedicated to sustainable living, will premiere March 28-30, 2008 at the Hynes Convention Center (www.d2eboston.com). Aimed at the growing number of conscious consumers who are interested in making more sustainable lifestyle choices, D2E will offer attendees an engaging and inspiring event that will cover topics ranging from local sourcing of food to reducing your carbon footprint. With major promotional support from our media sponsors, WBZ-TV, The Boston Metro, WBUR, and Edible Boston, D2E is projecting attendance of 10,000 to our exhibitor base.

Obviously, local sourcing of food is a major focus for the ethical consumer. Consumers are increasingly interested in knowing where their food comes from, and the explosive growth of

farmers' markets in the summer and interest in specialty foods is a great indication that the "small is beautiful" message is gaining traction. Therefore, we are pleased to offer MSFA members a special opportunity to participate in our event.

A SPECIAL D2E OFFER FOR MSFA MEMBERS

For D2E, we recognize that the inclusion of local Massachusetts businesses is key to the success of our event. Local and regional food purveyors will certainly add to the richness and quality of the experience, and we in turn, can offer you an opportunity to connect with a pre-qualified group of consumers whose priorities are shifting in a new, greener and more local direction.

We are pleased to offer MSFA members a limited number of shared booths that are priced well below our open rate price of \$2000. For an investment of \$650, you can share an exhibit space with a fellow MSFA member at the event and access this audience of conscious consumers—great customer prospects for you and your products.

Please complete the information below to indicate that you are interested in participating in D2E as an MSFA Member. After completion, you may fax it to 617-266-0412, or email it to info@d2eboston.com.

If you have any questions about D2E, please contact Betty Fulton at Commonwealth Promotion, Inc., 617-266-6540.

NAME _____

COMPANY _____

PHONE _____

EMAIL _____

PEABODY ROTARY PRESENTS THE 4TH ANNUAL TASTE OF THE NORTH SHORE

Dear Chef/Manager/Proprietor:

We are now in the planning stages for the Peabody Rotary Club's 4th annual Taste of the North Shore.

It will be held on Tuesday, March 11th, 2008, with a snow date of March 18th, 2008. The event will be held at the Danversport Yacht Club on Route 62 in Danvers. Over 600 people attended last year's Taste. The official start time is 6:00PM, but we ask that you arrive by 4:00PM to set-up and be completely ready by 5:30PM.

Last year's event raised over \$19,000 which the Peabody Rotary Club has given back to the community. Some of our beneficiaries have been the Peabody Institute Library, Citizens for Adequate Housing, Haven From Hunger, the Scholarship program, just to name a few. We want to Thank you for your generous support. For more information about Peabody Rotary and the many charitable organizations we support, please visit our website www.rotarypeabody.org.

We would very much like to have your participation in this event. We have opportunities for a display table or as a sponsor. We have twenty tables and thirty one sponsorships available. Table displays will have white linen and skirts provided. We ask you to bring enough samplings of food for 400 people. You are also encouraged to bring your own signage in front of the 4X12 table. For a sponsorship, we will encourage you to donate \$1,000. This will allow you a table of ten at the event, promotion to all newspaper, flyer, web, and radio advertising.

From last year's poll, we anticipate another sell out crowd. It would be wise to reserve your spot as soon as possible. Please RSVP by October 15th, 2007. I would appreciate it.

If you can not participate in these two ways, we would like to ask you to provide a gift value of \$50.00 toward the event to be used as a door prize to promote your business.

This event is really a win-win opportunity. Our mission for this event is very simple: We focus on “good food”, encourage outdoor and social activities, promote your business and service, and support local charities. This year’s event marks a true celebration what the North Shore businesses and talent has to offer.

We certainly hope that you’ll join us on March 11th, 2008. Please call me to reserve a spot or if you have any questions. The earlier you reserve a spot, the more publicity you’ll receive!

Sincerely,

Tom Rowen, Chairman

978-531-4446

Thomasr192@aol.com

EVENTS AT NUESTRA CULINARY VENTURES

- For people interested in starting their own catering, baking, or specialty food business at Nuestra Culinary Ventures, free information sessions about **how to become a culinary entrepreneur at NCV** will be held on Wednesday, October 10 & 24 from 2-3pm and 6-7pm.
- NCV will also be hosting “**Securing a Small Business Loan**” with Acción USA, a free workshop that explains the process of applying for a loan from Acción USA. It will be held on Tuesday, October 16 from 6-7pm in English.
- **Whole Foods will teach a Product Marketing ABCs workshop** on how to effectively market your product. Learn to know and navigate your product, competition and category, retail environment, and your customer. It will be held on Wednesday, October 23 from 6:30-8:00 pm. It is free for NCV members and \$40 for nonmembers.

DRIVING DIRECTIONS TO NUESTRA CULINARY VENTURES:

FROM SOUTH OF BOSTON

- 93 North to Exit 18 (Mass Ave and Roxbury exit). Go straight down Melnea Cass Boulevard until almost to the end.
- Take a left on Tremont Street (Landmark: Ruggles MBTA Station and Northeastern University will be on your right when you turn onto Tremont Street). Follow Tremont Street through several lights. Tremont Street becomes Columbus Avenue.
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- Go to the end of Porter Street and the Brewery is on the right.

FROM NORTH OF BOSTON

- 93 South to Exit 18 (Mass Ave and Roxbury exit).
- Follow above directions.

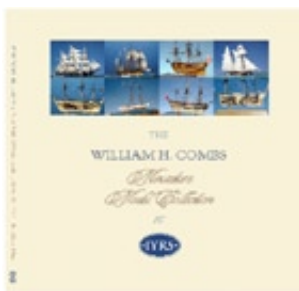
JUST DESSERTS! MEMBERS IN THE SPOTLIGHT

BOHOY DESIGN

BOHOY DESIGN just designed a logo and package for a new product in the seafood arena– Cape Cod Bay Calamari Bites. The goal was to produce a fresh, clean brand identity indicative of Cape Cod. The product photo of the calamari for the box was photographed by MSFA member Callaway Photo.



Also, recently they designed a logo for Morning Star Coffee in the Gulf Bay of Florida. The logo with a morning star rising from a cup surrounded by a glowing sun relays the warming, welcoming experience that comes from the coffee and the café.



And, hot off the book press is a 72 page book they designed and produced for The William H. Combs Miniature Model Collection at the International Yacht Restoration School in Newport, Rhode Island.



SIMPLE FOODS

Just a quick note about Simple Food soy nut butters. We were recently filmed on Chronicle and the program was aired on Thursday July 12 at 7:30 on Channel 5. If you missed it we have a clip on our website.

All the best!

Eileen

Eileen Moriarty Silva
President and Founder
Simple Food, Inc.
21 Water Street
Amesbury, MA 01913
978-388-1444 factory tel
978-388-1448 fax
617-957-6685 cell
www.simplefood.com

REGENIE'S CRUNCHY PITA CHIPS

Regenie's Crunchy Pita Chips was featured on Chronicle (WCVB, Channel 5) on Thursday, July 12 at 7:30pm www.bostonchannel.com. The show was entitled "Made in Mass." and focused on the specialty food business.

Regenie's was also the "Snack of the Day" on the Rachel Ray show in September.

MY GRANDMA'S OF NEW ENGLAND

was featured in the July/August issue of Food & Drink Magazine <http://www.fooddrink-magazine.com/>.

CAPE COD PROVISIONS

was recently featured on The Food Network's "Unwrapped" show. The episode, entitled "Made in the USA", showed the production of Cranberry Bog Frogs®. It first aired on October 1st.

MYRON'S FINE FOODS

In an uncharacteristic decision, 99s Restaurants, a Woburn, MA based chain of over 125 pub style family restaurants, has decided to continue for an additional season their Vegetarian Pot Sticker appetizer offering which is served with a sauce

developed and manufactured by MSFA member Myron's Fine Foods, Inc. of Millers Falls, MA . Typically these seasonal menu items rotated out of the menu seasonally. However, it is reported that the popularity of the Vegetarian Pot Sticker item accounted for a sales velocity over 80% higher than expected motivating the chain to decide to continue the item for another season. The Pot Stickers are one of the three pictured items in the center of the special Autumn menu and will remain on the menu through April '08. We at Myron's Fine Foods, Inc. are excited about this turn of events.

Chef Myron took the occasion to go into the new Greenfield MA 99s, sampled the pot sticker and pronounced them to be delicious!

Also:

Chef Myron of Myron's Fine Foods, Inc was invited to be the opening guest chef at the N.E. Harvest Kitchen Culinary Salon at this year's Eastern States Exposition (The Big E). The Harvest Kitchen is a culinary theater in the Young Building with full kitchen and TV cameras and screens which seats about 100. Previous guest chefs have been Ming Sai and Lidia Bastianich.

MYRON'S FINE FOODS

LOOK Chef Myron's 20 Gauge Sauce ON U TUBE!

<http://video.aol.com/video-detail/id/1680307585>

Myron Becker, Pres.
Myron's Fine Foods, Inc.
800 730-2820
www.chefmyrons.com

Myron demonstrated various culinary techniques including how to quarter and cut up a chicken Chinese style and prepared a batch of "Velveting" Braised Szechuan Chicken. Myron's Fine Foods, Inc. staff including Office Manager, Ellen Martin, Marketing Assistant; Emily Sears and wife Kathy Becker then served tastes of the dish to the 80 or so members of the audience.

SHOOTFLYING HILL SAUCE COMPANY

was featured in the July 27, 2007 edition of The Boston Globe's Sidekick magazine in an article titled "Layin it on Thick".

MICHELLE HOWARD OF LINABELLA'S GOURMET GARLIC FARM

was featured in the Boston Globe Magazine's Careers Issue on August 5, 2007.

CHAPPAQUA CRUNCH GRANOLA

was featured in the food section of the Boston Globe under "Short Orders" in an article titled "Have Granola, Bicycle Optional".

10 MSFA MEMBERS

placed ads in a 2 page Edible Boston MSFA sponsored ad in the October, 2007 issue:

Aunt Ida's, Fastachi, Chappaqua Crunch Granola, Martin Organics, Appalachian Naturals, Peasant Bakers, Cherrybrook Kitchen, Best Friends Cocoa, Saw Mill Site Farm Horseradish and Shootflying Hill Sauce Co. Congratulations to all!

SLOW FOOD AND MSFA

MSFA member Jean Terranova of Aunt Jeannie's is the liason person for MSFA with other food organizations such as Slow Food.

Slow Food is an organization with similar values to the MSFA -- promotes regionally produced artisanal foods through networking, educational, and fun food related events. The Boston chapter hosted a potluck dinner series that kicked off Thursday, October 11. MSFA member Dan Estridge of Westford hosted one of the dinners.

Slow Food Boston · 200 Sherman Street, Unit 3 · Cambridge · MA · 02140

www.slowfood.com

BETTER PROCESS CONTROL SCHOOL - ACIDIFIED FOODS ONLY

November 01, 2007 - November 02, 2007 | 08:00 AM-05:00 PM

Place: Ramada Yonkers, 125 Tuckahoe Road, Yonkers, NY 10710

Details: Sponsored by NYS Food Venture Center, Department of Food Science & Technology - Cornell University, Cornell Cooperative Extension, GMA Science & Education

Foundation, Associated NYS Food Processors, Inc. The Better Process Control Schools (BPCS) certify supervisors of thermal processing systems, acidification and container closure evaluation programs for low-acid and acidified canned foods. Each processor of low-acid or acidified foods must operate with a certified supervisor on hand at all times during processing. This school satisfies the training requirements specified in both the FDA and USDA regulations for ACIDIFIED FOODS ONLY. It is designed to provide additional information and focus on critical issues that affect acidified foods production.

Contact: Nancy Long,
phone - 315-787-2288,
E-mail - NPL1@cornell.edu

MASSACHUSETTS AG TAG OFFERS OPPORTUNITY TO RAISE FUNDS FOR MSFA

See http://www.mass.gov/agr/ag_tag_form.pdf

The Massachusetts Department of Agricultural Resources launched a specialty license plate for agriculture in August of this year. These specialty plates signify a particular special interest within our Commonwealth and offer motorists an opportunity to express their support visually and financially. Agricultural organizations

(like MSFA) can raise funds for themselves and also establish the state's first-ever Agricultural Trust Fund. Here's how it will work. We need to sell at least 3,000 plates, 1,500 of them hopefully in the next year or less, and the balance within the first two years of the first plate's issuance. The plates will not be produced until we have 1,500 applications and checks in hand. Each application needs a \$40 check made payable to the RMV. From this fee, \$12 will go to the RMV for production costs and the Agricultural Trust Fund will receive \$28.00. The Trust will then distribute \$15 to the organization responsible for the sale. In the future, the proceeds to the Trust will fund new grant programs for Massachusetts agricultural organizations. When plate-holders renew their registrations every other year, \$40 will go to the Trust Fund. (Plate-holders also pay \$41 standard registration renewal fee). As the Fund generates revenues, it will release more grants. You can check the campaign's progress on the Massachusetts Department of Agricultural Resources web page (www.mass.gov/agr/agtag).

If you can think of clever ways to sell plates, have at it! We have brochures that are self-mailers with the envelope and application all in one. Buyers just fill out the form and insert a check. We also have a few 3 foot-long license plates and lots of posters for display

purposes. Let us know what you need. If you are interested in participating in this fund raising opportunity, please call or email Mary Greendale at 508-429-2813 or mgreendale@yahoo.com. Her mail address is PO Box 6443 Holliston , MA 01746 , which will function as campaign central for this project.

AUNT JEANNIE'S

is a healthy lunch delivery service for toddlers and children in private schools and child care centers in Greater Boston. The meals feature healthy whole grains, lean proteins, fresh fruits, and vegetables.

Jean Terranova, founder, holds a professional chef's degree from the Cambridge School of Culinary Arts and utilizes these skills to produce nutritious foods visually appealing and tasty to children. Photographs of the meals, the "tasting panel," and artwork produced by local children are available on the company's blog -- http://www.auntjeannies.com/site/buzz_blog.php.

FROM GOURMET NEWS

COOKING.COM, FOOD NETWORK PARTNER ON E-TAIL STORE

NEW YORK—Expanding its products 20-fold in about six weeks, Food Network here has teamed up with Cooking.com to launch a new online storefront www.FoodNetworkStore.com Oct. 1.

Read more... http://maestro.unitedpublications.com/trk/click?ref=zrm1b42w8_0-76x3114x12155&

DONE DEAL: WHOLE FOODS COMPLETES WILD OATS BUYOUT

AUSTIN, Texas—Six months after it the rival natural supermarkets announced a merger, Whole Foods acquired Wild Oats Market in a \$565 million deal.

Read more... http://maestro.unitedpublications.com/trk/click?ref=zrm1b42w8_0-89x3141x11852&

CULTURAL FOOD SERVES UP TRIO OF ETHNIC FOOD SHOWS, CO-LOCATES WITH FOODSERVICE SHOW

NEW YORK—Ethnic food shows Expo Comida Latina, All Asia Food and Kosherfest will overlap the International Hotel/Motel & Restaurant Show Nov. 11 and 12 at the Jacob K. Javits Convention Center here.

Read more... http://maestro.unitedpublications.com/trk/click?ref=zrm1b42w8_0-89x3147x11852&

MINTEL, FOOD TECHNOLOGISTS PINPOINT FOOD TRENDS IN NEW PRODUCTS

CHICAGO—Free-from foods and foods for improved brain function were two of the trends among new products at the Mintel International product tasting sessions at the 2007 Institute for Food Technologists expo in Chicago this summer.

Read more... http://maestro.unitedpublications.com/trk/click?ref=zrm1b42w8_0-d2x3231x11783&

N.E. FOODSERVICE & LODGING EXPO NEW PRODUCT PROMOTION PROGRAM

Did you know that buyers attending the New England Foodservice & Lodging Expo represent \$1.6 BILLION in purchasing power and that 99% of buyers were looking for new products?

Sign up to today to take advantage of the New Product Promotion Program to introduce your new product or line of products to the New England market. Your new product will be featured in over 45,000 visitor guides mailed to buyers before the show, as well as on the show website and in pre-show promotions. To sign up today, visit: http://www.magnetmail1.net/ls.cfm?tid=1341245959&trk=yes&r=105684108&sid=2804012&m=364787&u=DBCComm&s=http://www.nefs-expo.com/08/custom/pdfs/2008_NPP.pdf

You must be signed up as an exhibitor at the 2008 event to participate in the program. If you haven't reserved your booth yet and are interested in exhibiting contact Beth Schultz at <mailto:bschultz@divcom.com> or at (207)-443-3083.

NEW PRODUCT ANNOUNCEMENTS

MYRON'S FINE FOODS



Myron's Fine Foods, Inc. of Millers Falls, MA has introduced an "Institutional" food service pack consisting of four/one gallon plastic pouches of their sauces. Perfect for the institutional customer that can use a gallon at a time such as hospital, business and industry, colleges and university food services or food product manufacturers, a corner of the pouch is simply cut and the contents poured into a vat. The "waste footprint" of the crumpled up pouch is significantly smaller than the 5 gal pails or plastic jugs that were previously used making them both economical and environmentally friendly.



Myron Becker, Pres.
Myron's Fine Foods, Inc.
800 730-2820
www.chefmyrons.com

THE SALT OF THE EARTH

THE MSFA WELCOMES THE FOLLOWING NEW MEMBERS

Bart's Homemade/ Snow's Nice Cream

80 School Street
Greenfield, MA 01301
Contact: Gary Schaeffer
Tel: 413-774-7438
Email: gary@bartshomemade.com
www.bartshomemade.com
Manufacturer and distributor of
frozen desserts and locally based
food products.

Anita Bennett

50 Rockwood Road
Norfolk, MA 02056
Contact: Anita Bennett
Tel: 508-541-4486
Email: elizabethanbabe@gmail.com
Cheese spreads that accompany
particular styles and varieties of wines.

Pure New York Foods

12 Vose Hill Road
Westford, MA 01886
Contact: Daniel Estridge
Tel: 978-339-3456
Email: dan@purenewyorkfoods.com
Artisan New York Deli Specialties

Didi Davis Foods, LLC

P.O. Box 56
Ipswich, MA 01938
Contact: Didi Davis
Tel: 978-502-5021
Fax: 978-356-9118
Email: didi@dididavisfood.com
www.dididavisfood.com
Producer and purveyor of artisanal
specialty food products. Product lines
include salt blends, sugar blends,
spice blends, cocoa blends, syrup.
More products in development. Our
products are made by hand in small
batches using premium ingredients.
We are known for our inventive flavors
and fresh, unique approaches to using
our products.

RENEWALS

Ever So Humble Pie Co. To 5/08
Asian Creations To 8/08
Linabella's Gourmet Garlic Farm, LLC
To 8/08
Mizzannye's Gourmet Specialty Foods
To 8/08
Coolinary Cosmos To 9/08
A Touch of Provence To 4/08
Appalachian Naturals To 7/07
Boxford Bakehouse To 10/08

UPCOMING RENEWALS

Please make your renewal check out
to MSFA and mail to MSFA, C/O Carol
Coutrier, P.O. Box 34, Groton, MA
01450. Producer members, \$150.,
Associate Members, \$250. Thank you

NOVEMBER

Cabot's Candy
Coutts Specialty Foods
Creative Findings, LLC
Foodmaster Supermarkets
Josephine's Extreme
Macaran Printed Products
Peasant Bakers
Punchbowl, LLC
Shootflying Hill Sauce Co.
Silvia P. Glick, Attorney at Law
To Die For, LLC

DECEMBER

Creative Labels Of VT
Fastachi
My Grandma's of N.E.

JANUARY, 2008

W. MA Food Processing Center
600 LB. Gorillas
Cape Cod Provisions
Concord Foods
Dahlicious
Fancy pants Bakery
Hot Mama's Foods
Indigo Coffee Roasters
Indigo Rabbit
Morning Glory
Myron's Fine Foods
Rebecca's Nut Free
Saw Mill Site Farm Horseradish
TT Budds Popcorn, Inc.
The JSB Group, LLC
Simple Food
SMH Fine Foods
The Beancake Co., LLC
The Humble Baker

CONTACT INFORMATION

MASSACHUSETTS SPECIALTY FOODS ASSOCIATION

c/o Carol Coutrier P.O. Box 34 | Groton | MA | 01450

Tel: 800-813-5862

email: ccoutrier@aol.com

phone: 800-813-5862

web: <http://www.msfa.net>

MISSION STATEMENT OF THE MSFA

The Massachusetts Specialty Foods Association serves as a resource to and an advocate for the Massachusetts Specialty food industry, to support the commitment to excellence and the entrepreneurial spirit that contributes to the uniqueness and quality of Massachusetts specialty foods.

The MSFA provides education, networking and peer support, sales and marketing opportunities, publicity and technical assistance for our members and their customers so that member companies may grow and flourish, thereby strengthening and improving the long term viability of the food and farm sector of the Massachusetts economy.

MSFA BOARD MEMBERS:

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