



food for thought

IN THIS ISSUE

- Letter From the President
- Green Plate Special
- Member Profiles
- The Food Network -
Networking Events
- On the Menu -
MSFA Calendar of Events
- Member Participation
- Just Desserts! Members in the
Spotlight
- Member FYI
- The Salt of the Earth -
New Members and Renewals
- Contact Information

*special
annual
meeting
issue*



WINTER 2008

LETTER FROM THE PRESIDENT

annual meeting update

Dear MSFA Members,



Happy New Year, 2008 to all! We begin 2008 with an exciting event, MSFA ANNUAL MEETING, 2008, on Monday, Feb. 25. Details will be found throughout this issue of “Food for Thought” (see “Green Plate Special”,

“The Food Network- Networking Events” and “On the Menu-MSFA Calendar of Events”).

We can look forward to another fabulous evening at the beautiful Lanam Club in Andover, MA. We are pleased and honored to be featuring Jerry Shafir, CEO of Kettle Cuisine, as our keynote speaker this year. We will also enjoy a delicious gourmet dinner prepared by the Lanam Club Chef.

Please note that this year we are offering the opportunity for members to reserve space for company displays during the Networking Hour from 4:30-6 PM. Set up for the displays is from 4-4:30 PM, and reservations for display space will be accepted on a first-

come, first-served basis (there are about 20 spaces available.) Be sure to send in your reservation as soon as possible in order to reserve a space for your company’s display. **The deadline for all reservations is Feb. 15.** You will be receiving a formal invitation in the mail as well.

Please note also the opportunity to contribute your products for the special gift basket for our speakers. (See “Green Plate Special”). Please send non-perishable products between Feb.1-15 and perishable products (but not refrigerated products — you may want to include a gift certificate for refrigerated products) by Feb 15 to Alison Chateauneuf, Coutts Specialty Foods, 1190 Liberty Square Road, Boxborough, MA 01719.

See you all at Annual Meeting on Feb. 25!

With warm regards,
Carol Coutrier
President, MSFA

GREEN PLATE SPECIAL

MSFA ANNUAL MEETING, 2008

MONDAY FEBRUARY 25, 4:30 - 9:00 PM

MSFA ANNUAL MEETING 2008 SCHEDULE OF EVENTS

4-4:30 PM
Set up of Company Displays

4:30-6 PM
Cocktails, Appetizers,
Networking, Members'
Displays

6-7 PM
Dinner by Lanam Club Chef

7-9 PM
Annual Meeting, Speakers,
Special Guests, and
Recognition Ceremony.

FEATURES JERRY SHAFIR, CEO OF KETTLE CUISINE AS KEYNOTE SPEAKER

The Lanam Club in Andover MA

The MSFA is pleased to welcome Jerry Shafir, CEO of Kettle Cuisine as our keynote speaker at the MSFA Annual Meeting, 2008. MSFA members and their guests are cordially invited to attend our Annual Meeting on Monday, Feb. 25, 2008, 4:30- 9PM, at the Lanam Club in Andover, MA, and to meet and hear our honored guests and keynote speaker.

The Lanam Club has been described as "a unique and splendorous meeting place for business and professional persons and their guests." The house, originally called "Orlando," was built in 1916, and its beautifully elegant interiors and lovely gardens

and terraces have been carefully maintained and preserved. MSFA members will have use of the entire house for the evening.

Several additional special treats are in store for Annual Meeting attendees this year. In addition to enjoying the elegant setting, we will experience the culinary delights of the Lanam Club Chef. MSFA Members will have the opportunity to set up company displays that may be viewed by Annual Meeting attendees during the Cocktails and Networking period from 4:30-6 PM.

Reservations for display space will be accepted on a first-come, first-serve basis. Please send in your registration as soon as possible in order to reserve a space for your company's display.

**PLEASE SEND IN YOUR CHECK
FOR \$55.00 PER PERSON ALONG
WITH THE RSVP REGISTRATION
FORM BY FEBRUARY 15, 2008.**

REGISTRATION | MSFA ANNUAL MEETING, 2008

Monday, Feb. 25, 2008, 4:30-9 PM

(Set up for company displays, 4-4:30 PM)

The Lanam Club, Andover, MA

\$55.00 per person. Please make check out to MSFA and mail check and form by Feb. 15, 2008, to:

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

COMPANY NAME _____

ATTENDEES _____

PHONE _____

EMAIL _____

PLEASE RESERVE 3 FEET OF TABLE SPACE FOR MY COMPANY DISPLAY. (set up: 4-4:30 PM) _____

(*MSFA Members Only)

**MSFA GIFT BASKET FOR ANNUAL MEETING
KEYNOTE SPEAKER, JERRY SHAFIR
OF KETTLE CUISINE**

GIFT BASKET

We would like to present a special gift basket made up of MSFA members' products to our keynote speaker at Annual Meeting, Jerry Shafir, CEO of Kettle Cuisine. If you would like to include your products in the basket, please send non perishable products by Feb. 1-15, 2008 to:

Alison Chateauneuf
Coutts Specialty Foods
1190 Liberty Square Road
Boxborough, MA 01719

Perishable products (non refrigerated) may be sent to Alison by Feb. 15, 2008. A gift certificate may be sent for refrigerated items. Thank you! See you at Annual Meeting on Feb. 25, 2008 at the Lanam Club in Andover, MA!

Yours truly,
Carol Coutrier, President
MSFA

**DIRECTIONS TO
THE LANAM CLUB**

FROM BOSTON:

Rt. 93 North to Rt. 495 North. Take the first exit, 41A, Route 28, Andover. Go 1/ 2 mile to traffic light, straight through lights another 1/ 2 mile to 260 North Main Street on right. Look for Lanam Club sign.

FROM THE WEST:

Mass. Pike East to Rt. 495 North. Take Exit 41A, Route 28, Andover. Follow above directions.

FROM THE NORTH:

Rt. 93 South to Rt. 495 North. Take Exit 41A, Route 28, Andover. Follow above directions.

FROM THE SOUTH:

Rt. 495 North. Take Exit 41A, Route 28, Andover. Follow above directions.

MEMBER PROFILES

TAZA CHOCOLATE SOMERVILLE'S OWN CHOCOLATE FACTORY!



Taza Chocolate is as pure as chocolate can be! Our bars are intentionally less refined than European-style chocolate. The artisan chocolate-makers behind this organic, ethically traded product line

preserve the natural cacao flavor of their Caribbean and Central American bean blend by using a Mexican stone-grinding production method similar to that of the earliest chocolate-makers. “Because we gently roast our beans and use stone grinders to minimally process the cacao, our bars have an intensity, texture, and flavor that is entirely unique,” explains co-founder Alex Whitmore.



Alex explaining how the stones grind the cacao during a Taza Factory Tour

Taza Chocolate seeks to demystify the world’s most beloved food by helping chocolate lovers understand what chocolate truly is, where it comes from, and how it’s made. “It all starts with the cacao trees and the farmers who tend to them,” says Larry Slotnick, co-founder of Taza Chocolate. “We want people to sense the tree, the cacao beans, and the terroir -the soil, when they taste our bars.” Taza

trades directly with cacao growing cooperatives to make sure that the farmers that harvest Taza’s cacao beans receive a fair trade price. The founders of Taza Chocolate describe the ‘new/old’ style of their unique chocolate bars as truly all-American. With beans that are sourced entirely from within the Americas, a traditional production method that dates back to chocolate’s Mexican roots, and an intense taste that is unlike any other on the market. Taza chocolate is handcrafted in 300 lb. batches using Mexican stone grinding machines and stoneroller refiners. The bars are molded and wrapped by hand in a 3,300 square foot facility located in Somerville, MA.

Taza is featured in the holiday issue of *Boston Common Magazine* and will be having an Open House with factory tours on February 9, from 1-6pm. For more info visit www.tazachocolate.com

MEMBER PROFILES

NOSHEREI, LLC



Ex-New Yorker Dan Estridge has launched Nosherei, LLC to preserve New York's great, endangered, deli traditions and share them with others.

Said Estridge, "As a New Yorker living in Boston, I'm noshstalgic. I miss the great taste treats of my youth. And I've found there are lots of people like me - all over the country - folks who miss the real thing they remember."

Ask any New Yorker outside New York – noshstalgia involves cravings for deli meats, baked goods, smoked fish, classic sodas, and prepared specialties. Let's face it – New Yorkers are demanding. But none more so than we are. With our Deli Arts™ brand Artisan Deli Specialties, at Nosherei, LLC, we are relentless in our pursuit of deli perfection.

2007 has been about plan and product development. In 2008, we go to market. "We tackled the deli-meats and related products first," said Estridge. "Pastrami, corned beef, griddle-ready hash. And people go crazy when they taste the stuff. Honestly, women swoon. Men go teary eyed. And then they ask for more."

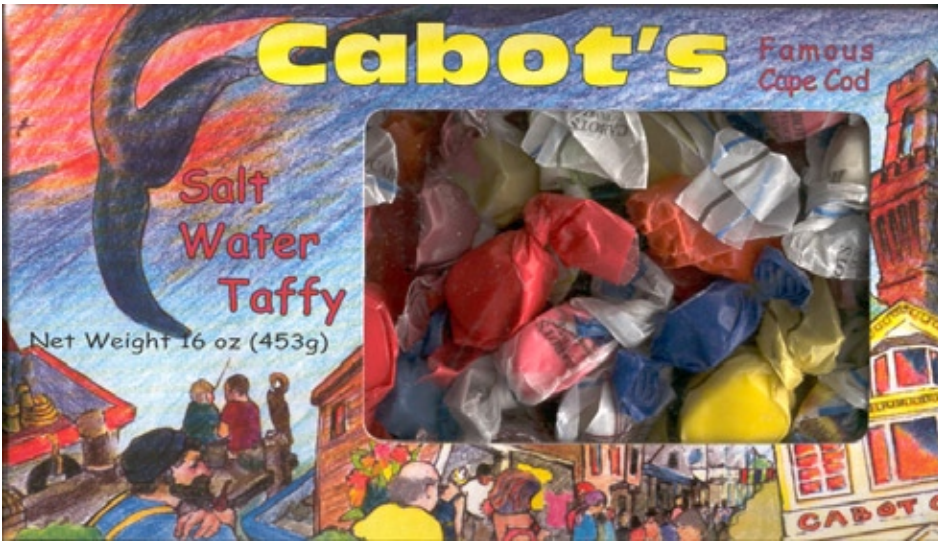
Our pastrami, corned beef, and prepared brisket products are selling well into high-end foodservice accounts already. Starting in January, 2008, retail packed Deli Arts™ Beef Pastrami will be available at Savenor's, Cambridge and other fine retailers. Look for retail packaging of our corned beef and griddle ready hash products to be introduced in April at the Global Food and Style show in Chicago.

Deli Arts™ brand by Nosherei, LLC – Preserving the Spirit, Advancing the Art, Ignoring the geography.

Nosherei, LLC
Contact: Dan Estridge
978-339-3456
info@nosherei.com
www.nosherei.com



Pictured above, "Beauty in the mist": Deli Arts™ Beef Pastrami in the steamer.



Cabot's Candy is owned and operated by third generation candy makers, perpetuating a tradition of quality and excellence. Located at the tip of Cape Cod, ours is a truly unique candy store. Candy Making is not only our profession, it's our passion!

Our products include gourmet salt water taffy, sugar free taffy, honey crunch popcorn, peanut brittle and fudge.

Cabot's Candy
278 Commercial Street
Provincetown, MA 02657
508-487-3550
cabotscandy@cabotscandy.com
www.cabotscandy.com



The Country Hen believes in old-fashioned egg farming.

We removed the cages and installed windows back in the 1980's.

Unlike the mass manufactured egg producers, our hens:

- Are allowed to roam freely within a barn and outside on porches!
- Receive sunlight through windows, not constant, low-wattage artificial light which causes stress to hens;
- Are fed certified organic feed that contains absolutely no pesticides, herbicides or fungicides;
- Healthier hens mean a healthier egg for you.
- Highest in Omega-3 essential fatty acids, all three types!
- Highest in Choline
- We mill our own feed right here!

The Country Hen

P.O. Box 333, Hubbardston, Ma 01452

Jim Barry (sales manager), Bob

Beauregard (farm manager)

Telephone: (978) 928-5333

Fax: (978) 928-5414

Email: Jim.Barry@countryhen.com

Bob.Beauregard@countryhen.com

www.countryhen.com

Medium Large, Extra-Large
and Jumbo Eggs

NETWORKING EVENT

NETWORKING EVENT AT MSFA ANNUAL MEETING, 2008

**MONDAY, FEB. 25, 2008
4:30-6:00 PM**

**SET-UP FOR
COMPANY DISPLAYS
4:00 - 4:30 PM**

**THE LANAM CLUB
ANDOVER, MA**

A special Networking Event will be held as part of MSFA Annual Meeting, 2007, at the Lanam Club in Andover, MA, on Monday, February 25, 2008. Cocktails and delicious appetizers prepared by the Lanam Club Chef will be served. MSFA members are invited to set up company displays/sampling for Networking from 4:30 - 6 PM. (Set up for displays 4 - 4:30 PM)

MSFA members and special guests, including buyers and press will have an opportunity to view the displays during the networking period. Don't miss this premier once a year networking opportunity. MSFA members may reserve a space for a company display by sending in their registration form as soon as possible. (See "Green Plate Special" in this issue of "Food for Thought" for registration form and directions) Display space is available on a first-come, first-serve basis.



Photo by Ellen Callaway callawayphoto.com/

NETWORKING EVENT

PHOTOS FROM THE LAST NETWORKING EVENT



Photos by Ellen Callaway
callawayphoto.com/

MSFA CALENDAR OF EVENTS

2008

JANUARY

January 13-15 33rd Winter Fancy Food Show, San Diego, CA
<http://www.fancyfoodshows.com>

January 19, MA NOFA Winter Conference www.nofa.org

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

FEBRUARY

February 8-10 The Boston Wine Expo, Seaport World Trade Center, Boston. Email Anastasia.dawson@resource-plus.com for exhibiting information.

February 24 – 26 International Boston Seafood Show <http://www.bostonseafoodshow.com>

February 25 MSFA Annual Meeting, Lanam Club, Andover, MA, 4:30-9 PM. Networking, Member Exhibits, Gourmet Dinner, Keynote Speaker, Jerry Shafir, CEO, Kettle Cuisine. Reservations, 1-800-813-5862. <http://www.msfa.net>

February 28 MA Farm Winery and Growers Assn. annual meeting

February 29 – March 2 Fiery Foods

and Barbecue Show, Albuquerque, NM
<http://www.fiery-foods.com>

MARCH

March 8 – 19 New England Spring Flower Show www.masshort.org

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 18 Massachusetts Agriculture Day at the Statehouse. To reserve a booth, contact Mary Jordan, 617-626-1750, mary.jordan@state.ma.us.

March 28-30 D2E Exposition, (Boston's first exposition dedicated to sustainable living) Info@d2eboston.com, 617-266-6540
www.d2eboston.com

APRIL

April 6 – 8 New England Foodservice and Lodging Show, Boston <http://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. Colocated with the Global Food & Style Expo — see Member Participation in this issue for more details.

<http://www.fancyfoodshows.com>

MAY

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

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

JUNE

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

OCTOBER

October 3 Salute to New England Specialty Foods, Springfield, MA
bonita.oehlke@state.ma.us

October 15- 18 Natural Products Expo East, Baltimore
www.expoeast.com

October 19 – 23 SIAL, Large international food show, Paris
<http://www.foodexportusa.org>

**MSFA ANNUAL
MEETING, 2008**

Features Jerry Shafir, CEO of Kettle Cuisine as Keynote Speaker

MSFA ANNUAL MEETING, 2008
Mon., Feb. 25, 2008, 4:30-9 PM

THE LANAM CLUB IN ANDOVER,
MA

The MSFA is pleased to welcome Jerry Shafir, CEO of Kettle Cuisine as our keynote speaker at the MSFA Annual Meeting, 2008. MSFA members and their guests are cordially invited to attend our Annual Meeting on Monday, Feb. 25, 2008, 4:30- 9PM, at the Lanam Club in Andover, MA, and to meet and hear our honored guests and keynote speaker.

Reservations for display space will be accepted on a first-come, first-serve basis. Please send in your registration as soon as possible in order to reserve a space for your company's display.

**MSFA ANNUAL
MEETING 2008
SCHEDULE OF EVENTS**

4-4:30 PM
Set up of Company Displays

4:30-6 PM
Cocktails, Appetizers, Networking,
Members' Displays

6-7 PM
Dinner by Lanam Club Chef

7-9 PM
Annual Meeting, Speakers, Special
Guests, and Recognition Ceremony.

Please see additional information and registration form under "Green Plate Special" in this issue of Food for Thought".

**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!

N.E. FOODSERVICE & LODGING SHOW

New products are THE number one reason 99% of buyers visit New England Foodservice & Lodging Expo. Adding the ingredient of the New Product Promotion Program to your marketing mix is perfect for spotlighting new products, showcasing your complete lines, and reinforcing your brand.

Announce your new product to the entire New England region at the April 6-8, 2008 Expo. Our New Product Program allows you to feature your product:

- In 45,000 visitor brochures
To view the 2007 listings click here: www.nefs-expo.com/08/custom/pdfs/nefs_vb_npl.pdf
- Coverage in all email promotions
- Onsite exposure in the New Products Display Case
- Product listing on www.nefs-expo.com (w/photo & description)
- Listing in the Show Buyer’s Guide
- Press Release listing in NE Foodservice Magazine w/New Product Highlight

In order to participate in the program, you must be an exhibitor at the show. To view booth availability or to receive a 2007 attendee sample, please contact me. Don’t delay, the show is 85% sold out. The deadline to submit your product picture for our Visitor Brochure is January 16th.

Kind regards,

Beth Schultz

Account Executive

New England Foodservice & Lodging Expo

Your Key Ingredients to Success

April 6-8, 2008 BOSTON, MA

www.nefs-expo.com

p. 207-443-3083

f. 207-442-9939

Ask me about our Exhibitor Advantage Program www.exhibitoradvantage.com

THE GLOBAL FOOD & STYLE EXPO, CHICAGO, APRIL 27-29

The Global Food & Style Expo, Chicago, April 27-29, is a strong venue for getting more food businesses from New England into new markets. It is an excellent value for companies looking for regional, national and international distribution. The show is actually three shows in one — the Spring NASFT/Fancy Food Show, the All Things Organic Conference and the U.S. Food Export Showcase. All three shows are on one floor, and buyers to each are expected to walk the entire floor.

Because of USDA/Market Access Program support, a 100 square foot “turnkey” booth will be only \$3,000.

The Branded Program can bring the costs down 50% (to \$1,500 for a 10 X 10 booth) with walls, carpeting, electricity, etc. IMEX Management, which does major shows around the world will be coordinating the U.S. Food Export Showcase.

<http://www.nasdatradeshows.org/cms/2953/8188.aspx>

2008 NORTHEAST BUYERS MISSION

Last year's Northeast Buyers Mission brought together U.S. suppliers with buyers from around the globe. U.S. suppliers walked away with an increase of more than \$1.9 million in actual sales and a potential for an increase of more than \$12 million.

During the 2008 event, one-on-one matchmaker meetings will be scheduled in Boston on Friday, January 25, with buyers from 23 countries including: Brazil, Canada, Caribbean, Central America, Chile, China, Dominican Republic, Egypt, Israel, Japan, Korea, Latvia, Mexico, Netherlands, Norway, Peru, Philippines, Poland, Russia, Saudi Arabia, Sweden, Taiwan, United Kingdom, and United Arab Emirates. Not only do these meetings help you establish new relationships and initiate new export sales, they provide an opportunity for you to gain valuable feedback on your product's potential in the various country markets.

For more information contact Bonita Oehlke: bonita.oehlke@state.ma.us or 617-626-1753.

2008 U.S. FOOD EXPORT SHOWCASE

April 27-29, 2008 · Chicago, Illinois
- You'll meet buyers from All Things Organic, the Fancy Food Show, and other domestic and international buyers at the 2008 U.S. Food Export Showcase. It's a good deal with costs less than other trade shows and the opportunity to have half of eligible costs reimbursed through the Branded Program.

Participants receive a cost-effective booth package in the U.S. Food Export Showcase section of the Global Food and Style Expo; admission to the Food Export Marketing Forum, a series of education sessions to help you learn more about the growing demand for American products; meetings with

international marketing experts representing more than 20 markets around the world to learn about the opportunities for your food and agricultural products in these markets; participation in a Buyers Mission that includes one-on-one meetings with pre-screened, qualified importers.

For more information contact Bonita Oehlke bonita.oehlke@state.ma.us 617-626-1753.



down:2:earth
An exploration into sustainable living.

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 Massachusetts Specialty Food Association members a special opportunity to participate in our event.

**A SPECIAL OFFER FOR
MSFA MEMBERS**

For D2E, we recognize that the inclusion of local and regional 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 direction that is closer to home.

We are pleased to offer MSFA members an opportunity to exhibit in a special MSFA group of exhibits (4 - 10 x 10's, limited to 12 exhibitors total) for a special price of \$400.00 per vendor. All booths are carpeted, and come with 3 chairs (exhibitors are allowed to bring their own tables but tables will be available for rental as well). For this investment, 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. You can sell food products that are for consumption off-premise.

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 _____

JUST DESSERTS!

SHOOTFLYING HILL



Shootflying Hill Sauce Company has been nominated for Daily Candy's "Sweetest Things" in 2007. Please lend us your support by casting your vote at the following URL:

www.dailycandy.com/sweetest_things/2007/boston/smell.jsp

Polls are open until midnight January 14. Winners will be announced February 1.

MEMBERS IN THE SPOTLIGHT

6 MSFA MEMBERS FEATURED IN EDIBLE BOSTON



Linda Guttman (Best Friends Cocoa), Margaret Hammill (To Die For), Deborah Taylor (Deborah's Kitchen), Judy Kales (Bountiful Pantry), Carolyn Stevens (Aunt Ida's) and Carol Coutrier (The Launching Pad & Co.) were all featured in the Winter issue of Edible Boston Magazine with portraits on the cover and an article in the magazine. Congratulations to all!

RESESKA APIARIES

Boston Sunday Globe, Dec. 2/07

"Andy Reseska, from Reseska Apiaries, Inc., was featured in The Boston Sunday Globe West on Dec. 7th/07. Our honey was listed as a great holiday gift for food lovers, "the best in the country" by Misstropolis (Clare Leschin-Hoar)."

www.boston.com/jobs/news/articles/2007/12/02/suites_for_the_sweets/

MSFA MEMBERS FEATURED ON THE WEB - MISSTROPOLIS, DEC. 19 2007

www.misstropolis.com/index.php/table/article/eat-yourself-a-merry-little-christmas/

CAPE COD PROVISIONS

Cape Cod Provisions' signature *Cranberry Bog Frogs*® were featured on *The Rachel Ray Show* as "Snack of the Day" on October 18. Also, Cape Cod Provisions' cranberry products served as props on *The Fiasty Boys Eat America* on The Travel Channel on December 17.

JUST DESSERTS!

MEMBERS IN THE SPOTLIGHT

ROOT CELLAR PRESERVES

is featured in Boston Magazine this month in an article titled “The Find: Jarheads – A Family Run Business in Wellesley Preserves Heirloom Recipes”.

www.bostonmagazine.com/dining_food_wine/articles/the_fnd_jarheads/

CHERRYBROOK KITCHEN

was featured recently in a New York Times article titled “Turning Kitchens Into Laboratories to Find Treats for the Allergy-Prone”

FANCYPANTS BAKERY

Was featured in the Boston Globe’s “Sidekick” on Jan. 3, 2008 in an article titled “The Long and the Shortbread of It”.

TO DIE FOR

The Food Section of the Jan. 2, 2008 Boston Globe featured an article on Margaret Hammill and her company, To Die For. The article was titled “Her Dip Into a Sideline Led to a Second Career”.

SIMPLE FOOD, INC.

An article titled “Many are Thinking Local for Thanksgiving Meal” in the Boston Globe’s Globe North section featured a photo of Simple Food’s Soynut Butters on display at Tendercrop Farm.

“legally speaking”

By Silvia P. Glick, Attorney at Law

MINIMIZING RISK OF LIABILITY FOR DISCRIMINATION

Employees in Massachusetts are employees “at will,” unless the employee has a contract for a specific period of time or is a member of a collective bargaining unit. Employees “at will” can be fired for any reason or for no reason at all, unless the basis for the termination is prohibited by law. One of the most common types of unlawful termination is termination based on discrimination. In Massachusetts, employers cannot discriminate on the basis of age, sex, handicap, race, religion, sexual orientation, and other protected categories. Although employers cannot

completely protect themselves from exposure to liability for discrimination, there are some steps that they can take to minimize such exposure.

It is important to follow the same policies and procedures for all individuals while they are employed with your company and during the termination process. Don’t reprimand some employees for coming in late while overlooking the same conduct in others. You should also have clearly written job descriptions for all employees. Periodically evaluate your employees, and document these evaluations in writing. Do not be nice; be candid! If you are later sued for discrimination, you want the evaluation to be truthful. It will not help your defense to say that

the employee was incompetent, and you told her so, but you did not want to write it down because you thought that would be unkind. If you fired an employee for performance reasons, make sure that you have documented the specific reasons prior to the termination. If possible, give the employee some opportunities to improve before terminating the individual.

Copyright © 2007 Silvia P. Glick

This is not legal advice. For guidance concerning your specific situation, please consult an attorney.

Silvia P. Glick, Attorney at Law,
617-876-6826, www.silviaglick.com

NEW POLL FINDS BROAD SUPPORT FOR MASSACHUSETTS-PRODUCED FOODS IN SCHOOLS

An overwhelming majority of Bay State parents support serving Massachusetts-produced food products such as condiments, salad dressings, juices and baked goods in school breakfast and lunch programs according to an October 2007 survey. The poll, *Strategies for Nutrition Success: Attitudes and Policy Actions* found that 84.2% of parents strongly or somewhat support this idea. The statewide poll was conducted among 606 parents by RuralVotes (<http://www.ruralvotes.com/>), a non-profit organization that advocates on behalf of rural issues, on behalf of the Blue Cross/Blue Shield Foundation of Massachusetts.

WHOLE FOODS MARKET PROVIDES \$1 MILLION IN LOANS TO SMALL-SCALE LOCAL FOOD PRODUCERS TO AID GROWTH

From MDAR Farm and Market Report

Whole Foods Market, Inc. , the world's leading natural and organic foods supermarket, announced recently it has reached a milestone with its new Local Producer Loan Program by administering more than \$1 million in low-interest loans. Loan recipients include small-scale food producers and growers from 12 states. Among their products are agricultural crops, body care products, and artisan foods including nut butters, ice cream, granolas and cheeses.

"Local food growers and artisans have been vital to the success of Whole Foods Market during our 27 years in business. Today we are proud to emphasize our commitment to producers by announcing our first \$1 million in financial support to 22 program participants," said John Mackey, Whole Foods Market CEO and co-founder. "We believe the Local Producer Loan Program can make a very significant difference in helping local agriculture grow and flourish, and \$1 million in loans represents just the initial phase of our efforts."

Whole Foods Market's Local Producer Loan Program aims to strengthen the company's partnership with independent and small-scale local growers and food artisans. The Company has committed \$10 million annually to these low-interest loans. Loan recipients must meet Whole Foods Market's quality standards, use the funds for expansion, and have a viable business plan. Loan amounts are between \$1,000 and \$100,000 with low, fixed interest rates currently between 5% and 9%. Applications and additional information are available at <http://www.wholefoodsmarket.com/loans>.

Local Producer Loan Program Recipient from Massachusetts is Old School Baking, Northampton, MA. The husband and wife who started this artisanal bakery are using the funds for a much-needed additional rack oven.

FROM GOURMET NEWS:

UNFI STOCKS SPECIALTY PRODUCTS, TARGETS SUPERMARKETS AFTER CLOSING ON MILLBROOK BUYOUT

DAYVILLE, Conn.—After finalizing its acquisition of Millbrook Distribution Services Nov. 2, United Natural Foods Inc. is beefing up its specialty food inventory and working to broaden its customer base, President Michael Funk told analysts during a conference call Nov. 20.

Read more... http://maestro.unitedpublications.com/trk/click?ref=zrm1b42w8_0-151x3367x11675&

RETAILERS ARE SEEING STARS; HANNAFORD TO LICENSE RATING SYSTEM

SCARBOROUGH, Maine—A little more than a year after launching its Guiding Stars program, Hannaford Supermarkets here said it will begin licensing its nutritional rating system to other supermarket chains, vendors and health care groups early next year.

Read more... http://maestro.unitedpublications.com/trk/click?ref=zrm1b42w8_0-161x3393x11661&

GOURMET NEWS UNVEILS TOP 10 LIST OF MOST READ STORIES OF 2007

The year 2007 wasn't without news. Online readers were busy catching up on the latest industry stories this year at www.gourmetnews.com. Their mouse clicks have determined Gourmet News' Top 10 most read stories of 2007. Before the year comes to a close, be sure to check them out.

Read more... http://maestro.unitedpublications.com/trk/click?ref=zrm1b42w8_0-189x33fex11646&

READY, SET, ACTION: GOURMETFOODTUBE.COM LAUNCHES

CLEARWATER, Fla.—Inspired by the viral marketing on Web sites such as YouTube, the founders of Sell Gourmet Network, a gourmet/specialty food business resource and directory launched www.GourmetFoodTube.com, a video advertising and promotion site for specialty food businesses this week. Businesses can upload videos of their products and recipes for free.

Read more... http://maestro.unitedpublications.com/trk/click?ref=zrm1b42w8_0-197x342ax11646&

"LOVACORE"

The New Oxford American Dictionary has picked their 2007 Word of the Year: it's locavore!

The "locavore" movement encourages consumers to buy from farmers' markets or even to grow or pick their own food, arguing that fresh, local products are more nutritious and taste better. Locavores also shun supermarket offerings as an environmentally friendly measure, since shipping food over long distances often requires more fuel for transportation.

"The word 'locavore' shows how food-lovers can enjoy what they eat while still appreciating the impact they have on the environment," said Ben Zimmer, editor for American dictionaries at Oxford University Press. "It's significant in that it brings together eating and ecology in a new way.

"Locavore" was coined two years ago by a group of four women in San Francisco who proposed that local residents should try to eat only food grown or produced within a 100-mile radius. Other regional movements have emerged since then, though some groups refer to themselves as "localvores" rather than "locavores." However it's spelled, it's a word to watch.

blog.oup.com/2007/11/locavore/ - Oxford University Press USA

For information on locavores - www.locavores.com

AUNT JEANNIE'S

We are searching to fill the following position:

KITCHEN ASSISTANT

OVERVIEW

Our Kitchen Assistants are positive, hard-working individuals who perform all functions relating to the preparation and delivery of our all natural, healthy foods to young children in private schools and child care centers.

RESPONSIBILITIES & QUALIFICATIONS

The ideal candidate will work with us in our Melrose facility Mondays and Wednesdays 9:30 AM-12:30 PM, and deliver the food in their own clean vehicle Tuesdays and Thursdays beginning at 9:00 AM and ending at no later than 11:00AM. (We are flexible on dividing these two roles).

DUTIES

1. Before, during, and after food production, clean and sanitize the facility, equipment, and utensils according to our specifications.
2. Assist in the washing and preparation of certain foods, following our standards of sanitation and safe food handling.
3. Deliver the meals according to our specifications.

COMPENSATION

- \$8.50 per hour for work in the facility
- \$8.50 per hour for travel from the facility to the child care center
- 48.5 cents per mile for travel from the facility to the child care center

Contact Jean Terranova at 781-662-0985 or jeanterranova@ auntjeannies.com

BOSTON AREA FOOD MAGAZINE SEEKING ADVERTISING SALESPERSON.

Edible Boston, a quarterly food magazine that celebrates the food of the Greater Boston area, is looking for a person to sell advertising to restaurants, wine shops, gourmet stores, realtors and other potential magazine supporters. Candidate should be friendly, motivated, and have an interest in and knowledge of the Greater Boston food and farm.

In its second year of publication, the magazine has been well-received, and is a driving force in the local food community. Compensation is by commission on ads sold. In interest, please reply via email to ilene@ edibleboston.net.

THE SALT OF THE EARTH

THE MSFA WELCOMES THE FOLLOWING NEW MEMBERS

NANTUCKET WILD GOURMET & SMOKEHOUSE

1223 Main St. Chatham, MA 02633

Contact: Marco Protano

Tel: 508-945-2700

Fax: 508-945-2723

Email: marco@nantucketwildgourmet.com

www.nantucketwildgourmet.com

The only kosher smokehouse on the U.S. East Coast Smoking real wild fish exclusively in handmade process using only organic salt and pesticide-free wood. Fish are all deep water, hook & line caught, including Alaskan King Salmon, Sable Fish, Black Cod, Bluefish, Haddock, and Tuna. We also make our own dips and pates.

MARY J. VADAKEKALAM

78 Winthrop St.

Medway, MA 02053

Contact: Mary J. Vadakekalam

Tel: 508-533-3087

Email: sindhuvad@msn.com

Specialty pastry and sauces.

BOSTON GOURMET CHEFS

2 Watson Place Saxonville, MA 01701

Contact: Christopher Gagnon

Tel: 508-877-0000

Fax: 508-877-5600

Email: cgagnon@bostongourmetchefs.com

www.bostongourmetchefs.com

Natural & specialty pastry, ingredients, flavorings, chocolates, desserts, breads, etc.

BOUNTIFUL PANTRY

P.O. Box 179 Nantucket, MA 02554

Contact: Judy Kales

Tel: 487-8019

Fax: 508-374-5850

Email: judy@bountifulpantry.com

www.bountifulpantry.com

All natural mixes for Soups, Chowders, Rice & Bean Dishes and Dips. Coffee, tea and cocoa, too. Packaging represents New England or All Natural food themes. Product Families: Bountiful Pantry, Nantucket Pantry, Cranberry Harvest, Liberty Tavern & Coastal Breeze. Private label options, too.

RENEWALS

Orleans Packing Co. To 9/08

The Daphne Baking Company

(Formerly Bo Bo Gourmet) To 9/08

Silvia P. Glick, Attorney at Law To 11/08

Peasant Bakers To 11/08

Aisha's To 9/08

My Grandma's of New England To 12/08

Cape Cod Provisions To 1/09

Shootflying Hill Sauce Company, Inc. To 11/08

Cabot's candy To 11/08

Fastachi To 12/08

Cherrybrook Kitchen To 5/08

Macaran Printed Products To 11/08

Dahlicious To 1/09

The Humble Baker To 1/09

Morning Glory To 1/09

Creative Findings, LLC To 11/08

Concord Foods, Inc. To 1/09

Saw Mill Site Farm Horse Radish Products To 1/09

Indigo Rabbit To 1/09

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

FEBRUARY

40 Parklane

Aunt Ida's

Bohoy Design

Callaway Photo

Carlson Orchards, Inc.

Dole & Bailey

Foodlogics Consulting

Notting Hall

Pemberton Farms

Regenie's Crunchy Pitas

Root Cellar Preserves

Spasso Foods

Reseska Apiaries

MARCH

Best Friends Cocoa

Taza Chocolate

Wild Blue Yonder Foods

APRIL

A Touch of Provence

Sweetest Memories

Chicopee Provision Co.

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:

PRESIDENT: Carol Coutrier, The Launching Pad & Co.

VICE PRESIDENT: Alison Chateaufneuf, Coutts Specialty Foods

TREASURER: LeAnn Lewis, Dimesworth

SECRETARY: Ellen Callaway, Callaway Photo

Ilene Bezahler, Edible Boston | Larry Berk, Bohoy Design |

Lee Busch, Goodbaker Inc. | Cory Clarke, Shootflying Hill Sauce Co. |

Herb Heller - W. MA Food Processing Center | Bonita Oehlke, MA Dept.

of Food and Agriculture | Deborah Taylor, Deborah's Kitchen

CORPORATE SPONSOR:



Newsletter compiled and edited by Carol Coutrier

Production donated by Lee Busch Design