



FARM *to* TABLE

C O - P A C K E R S

Luc Roels and Jim Hyland

750 Enterprise Drive

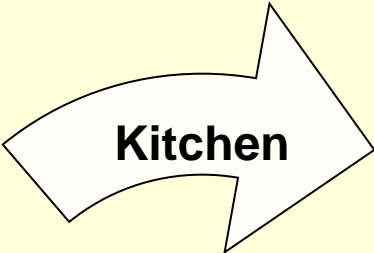
Kingston, NY 12401

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What is a Co-packer?

- Takes your produce and turns it into a new *value-added* product for sale.

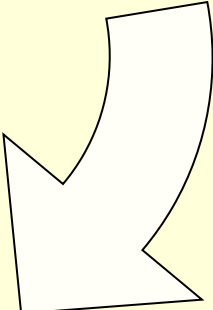
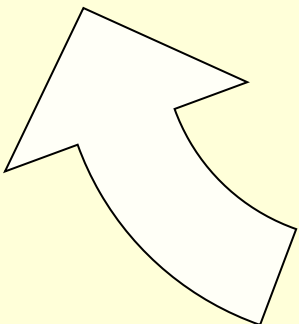




Vegetables and Fruits

New Product

Ideas



**Farm/
Market**



Farm Stand

Wholesale

CSA

Stores

Schools

Who are our customers?

- Local Farms
 - Who want to sell products made from their produce
 - In their farm stand
 - Year round
- Food entrepreneurs
 - Commercializing “that old family recipe”
 - Want to concentrate on sales and marketing
 - Don’t have the kitchen, equipment, and experience

Combined experience

- Is a partnership between two companies who think local.
- CYRE Inc. Luc Roels 7 years co-packing
 - Brand name-**Pika's Farm Table** a line of frozen soups, quiches and appetizers, made with local ingredients
 - Sold at farmers markets and through local retail stores
 - Co-packer making pickles, soups and granola
- Winter Sun Farms
 - sells local frozen vegetables and berries through a CSA model
 - partnering with existing CSA's
 - Expanding to colleges.

MARKETS

- Farm stands
- CSA's
- Whole Sale
- Local Stores
- Farm Markets
- Farm Organizations
- Local Colleges/Schools/Organizations
- Restaurants
- Etc...what is your *market*?



- Co-packer
- Private Label
- Incubator

Co-Packer

- A **contract packer**, or **co-packer**, is a company that manufactures and packages foods or other products for their clients.
- Recipe and concept are provided by the customer to the co-packer
- On the label: Produced for your company name.

Private label

- **Private label products** are manufactured by one company and sold under another company's brand.
- Recipe and concept are provided by F2TCP.
- F2TCP has the approved processes and label registration ready for use.
- On the label: Produced by F2TCP

Incubator

- Advise the start-up food entrepreneur
 - about regulations
 - about recipes and procedures
- Share with the start-up
 - Networking contacts
 - Distributor and retail resources
 - Financing contacts
- Provide the food entrepreneur
 - With production space for rent
 - Storage space for rent
 - Equipment for rent

F2TCP in numbers

- 20,000 sq ft facility of which
 - 12,000 kitchen space
 - 8,000 storage
- 1000 sq ft kitchen for rent
- 12 steam jacketed kettles from 30 to 250 gallons for a total capacity of 1500 gallons
- 3 loading docks
- 5 min from the Thruway exit 19
- 97.5 miles or 1 hour and 36 minutes from Manhattan

What equipment do we have?

- 12 steam jacketed kettles
- 2 double rack ovens
- 140 quart mixers
- Dough portioner and pie press
- Nitrogen blast freezer and storage freezer
- 2 slicer dicers and 40 qt food processor
- Vegetable washer at 2000lbs per hour
- Bottling line with fillers and cappers
- Band sealer, vacuum sealer, shrink wrapper and flow wrapper

What do we produce?

- Fresh or frozen soups and chili's in pouches, containers or glass.
- Sauces in pouches or glass
- Pickles in glass jars
- Blanched and frozen vegetables in pouches
- Quiches, Tarts and Fruit pies
- Baked deserts
- Cookies
- Granola's

Who are our customers?

- Pika's Farm Table
- Winter Sun Farms
- Rick Picks
- Manhattan Chili
- Platte Clove Naturals
- Green Wave
- Spacey Tracey
- Old World Foods
- SYPER's



- FROZEN VEGETABLES**
- Heirloom Red Tomatoes 24oz
 - Carolina Gold Yellow Tomatoes 24oz
 - Pepper Mix 13.5
 - Yellow and Green Summer Squash 16oz
 - Whole Raspberries 5oz
 - Whole Blueberries 8oz
 - Broccoli Florets 9.5oz
 - Green Beans 12oz
 - Butternut Squash Puree 16oz
 - Fall Greens Mix 9.5oz
 - Edamame 12oz

Pika's Farm Table



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MARTHA
THE MARTHA STEWART SHOW

BON APPÉTIT

February 2007

rick's picks™



Dill-licious Picks

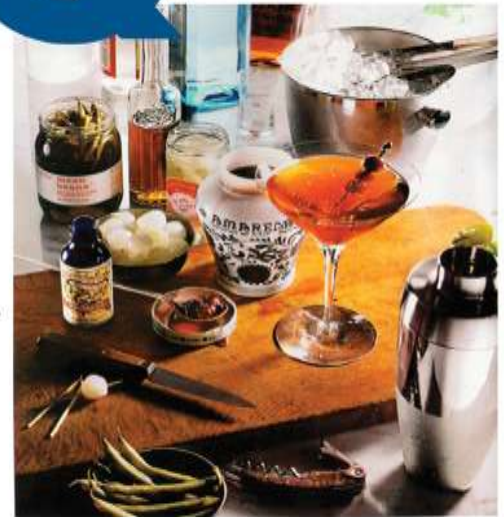
"The pickle has stepped into the 21st century, thanks to Rick's Picks, artisanal pickles with a twist. Old-world inspiration, clever names, and sophisticated flavor - all in a 15-ounce jar. Stock your winter pantry with these treats so you can add them to burgers or grilled cheese, or eat them right out of the jar. Flavors include Phat Beets (pickled beets), GT 1000s (curried green tomatoes), Windy City Wasabeans (spicy green beans), and Bee 'n' Beez (bread-and-butter pickles)..."

www.rickspicksnyc.com

GO rick's picks™

November 2008

"Artisan pickler Rick Field, owner of Rick's Picks in New York City, will pack just about anything in brine, and his pickled green beans carry a cayenne-pepper kick. They're an ideal alterna-veggie for a Bloody, but Field prefers them in dirty martinis that incorporate some brine."



Rick's Picks Mean Beans Serving Suggestions

- Wrap beans in thinly sliced salami for a festive hors d'oeuvre.
- Add a couple of beans and a dash of brine to a Bloody Mary.
- Use the leftover Mean Bean Brine to pickle some sliced carrots!

Visit rickspicksnyc.com for gift ideas and more!

What does it cost?

- “It all depends on how much we have to do before it goes in the jar, the pouch, the bag or the box” says Luc Roels
- Funnel filled pickles \$1.3/jar
- Hand stuffed pickles \$2/jar
- Sauces between 0.5 and 1.35/jar
- Pies between \$1.5 and \$3.5

Butternut Squash Soup

- Cost of BN-1000lbs
\$.50-wholesale-\$500
- Extra soup items
onions, maple syrup,
water, spices
- Co-packing charge
includes packaging,
labels, ...\$1,500
- Cost to produce 1,000
soups under \$2,000
- Walk in with \$500
worth of BN add
\$1,500 co-packing.
- At \$4.00 16oz soup
- Have \$4,000 worth of
retail product.

What does a shift cost?

- Bakery \$500
- Incubator kitchen \$630
- Prices include:
 - Energy usage
 - Dry storage and refrigerated storage of one pallet for week of production.
 - Garbage disposal
 - Use of WIFI network and printer during production
 - Cleaning-F2T is a HACCP facility-all cleaning follows a strict HACCP plan and is done by F2T staff
- *Production line not for rent...for co-packing only.*

What does storage cost?

- \$50/pallet /month for freezer storage
- \$40/pallet/month refrigerator
- \$30/pallet/month dry storage
- Price includes pallet reception and loading and unloading
- Quantity discounts starting from 25 pallets/month

What do you need to produce at F2TCP?

	Kitchen Rental	Co-Pack	Private Label
Corporation or DBA paperwork	√	√	√
c-20 license	√		
Liability Insurance 2,000,000	√		
Scheduled or approved process	√	√	
Canning license (if canned product)	√		
Method to keep records	√		
Thermometer and Ph meter	√		

**In NYC alone there is an
estimated **\$860,000,000**
worth of un-met demand for
local farm product.**

**(Karp Resources and Market
Venture, Inc., January 2005**

Questions?



Thank You,
Jim Hyland