

# Upstate/Downstate Food Initiative

A.K.A. Project Foodie

# What's a Foodie?

A Foodie is a person that spends a keen amount of attention and energy on knowing the ingredients of food, the proper preparation of food, and finds great enjoyment in top-notch ingredients and exemplary preparation.



The artisanal food industry is booming right now in Brooklyn. The growing demand for specialty food products is forcing up and coming food manufacturers in NYC to relocate out of state to partner with larger manufacturers to co-package their food.



# What is Co-Packing?

Co-packing is the process of preparation and packaging of foods on behalf of a contract for a specific company to sell, usually the company that created the recipe for a certain type of food.

# Example: Saranac and Brooklyn Beer



# Brooklyn Foods:

- Beef, Sausages, Jerky
- Baked Goods
- Candy, Syrups, Taffy
- Soups, Chili, Chowders, Stew
- Sauces, Marinades, Dressings,
- Cheese, Salsa, Dips
- Soda, Juices
- Ice Cream, Yogurt, Ice Pops
- Nuts, Granola
- Kosher, Gluten Free

# Opportunities for Food Manufacturing in Upstate NY

Many of the Mohawk Valley's food and beverage manufacturers like FX Matt Brewery, Sovena and Mercer's Dairy are already successfully contract manufacturing for companies in higher cost areas, or for companies with capacity concerns at their existing facility.

# Mohawk Valley Food Manufacturers



SARANAC



Mercer's



DeIorio's  
Making dough for you





Why Not Take the Needs of Downstate,  
Mix with the Resources of Upstate, for  
the Betterment of the Entire State?



# GOALS

- \* Short-Term

- \* Find Successful Partnerships  
Between Upstate Companies and  
Brooklyn Food Manufacturers

- \* Long-Term

- \* CNY/Mohawk Valley as Regional  
Food Hub with Distribution  
Through the State, Country and  
World

# BENEFITS

- \* Promote New York State Products
- \* ECO DEV- Jobs Here and NYC
- \* Cross-Regional Partners

Questions?