



2018 Annual General Meeting

Monday, February 26th, 2018
Finger Lakes Cider House
Interlaken, NY

In attendance:

Alejandro del Peral, Nine Pin Ciderworks LLC; Alex Wilson, Wayside Cider; Brian Dozorotz, New York Wine Trader; Carrie Baker-Scott, Global NY; Christine Sisler, Hudson Valley Farm & Food; Christopher Oakes, LynOaken Fruit Farms; Dan Wilson, Slyboro; David DeFisher, Rootstock Cider Works; Elizabeth Ryan, Hudson Valley Farmhouse Cider; Eric Shatt, Redbyrd Orchard Cider; Erik Brasher, Clarksburg Cider; Ezra Sherman, Eve's Cidery; Garrett Miller, Kite & String; Gidon Coll, Original Sin Cider; Ian Merwin, Black Diamond Cider; Irene hussy, Wayside Cider; Jackie Merwin, Black Diamond Cider; Jason Wilson, Writer; Jamie Corrao, Angry Orchard; Jenn Smith, NYCA; Jessica Brooks, Dept. of Ag and Markets- NYS Grown & Certified; Jill & Jeremy Wolff, Blue Barn Cidery; Jonathan Brown, Pace Law School; Jonathan Carpenter, Keuka Craft Ciders; Jonathan Oakes, Steampunk; Josh Morgenthau, Fishkill Farms; Karl duHoffmann, Orchard Hill; kimberly kae, metal house cider; Lindsay Mathias, Clarksburg Cider; Lindsey Pashow, CCE Harvest NY; Lindsey Storm, Brooklyn Cider House; Maria Kennedy, The ARTS Council of the Southern Finger Lakes; Max Rohn, Wolffer Estates; Megan Larmer, Glynwood; Melissa Madden, Kite & String; Meredith Collins, Along Came a Cider; Michael Holl, in-planning; Michael L. Robb, Clarksburg Cider; Nika Carlson, Greenpoint Cidery; Paul Bursic, Windborne Orchard; Ryan McGiver, Scrumpy Ewe Cider; Sara Grady, Glynwood; Scott Donovan, Blackbird; Shea Comfort, Yeast Whisperer; Sonya del Peral, Nine Pin Ciderworks LLC; Stacy Dedring, Fishkill Farms, Treasury Cider; Stefan Fleming, Empire State Development; Steve Pennings, Pennings Farm Cidery; Steve Selin, South Hill Cider; Susan Spence, NYWGF; Tina Lemley, Niagara Label; Tom Donohue, NYSLA; Vince Bradley, NYSLA

Meeting Commenced at 9:20 a.m.

- President David DeFisher: Opening Statement: [2017 Accomplishments](#)
- Outgoing Treasurer Scott Donovan: [2017 Report](#)
- Executive Director Jenn Smith:
 - [NYCA: 3-Year Vision and Strategy for Growth](#)
 - [NYCA 2018 Marketing Plans*](#)
 - [Orchard-Based Cider Dryness Scale](#)
- Dr. Gregory Peck, Cornell University: [Enterprise Budgets for Cider Orchards](#)
- Jessica Brooks, NY Dept. of Ag & Markets: [NY Grown and Certified](#)
- Lindsey Pashow, Harvest NY: [Hard Cider Supply Chain Analysis](#)
- Workshop Outcome: [Group Identified Themes for New York Cider Brand Identity](#)
- NYCA Board Elections: 2018 Board of Directors**
- Bill Pitts, Waffler Nursery: [Hard Cider Varieties](#)
- Carrie Baker-Scott, Global NY/ESD; NYWGF VP Susan Spence; Brian Charles Dozoretz, New York Wine Traders: [New York Cider's Potential in the Global Market](#)
- Pace University Food Law Clinic: [Hot Topics in Cider Regulation: Labeling and Direct Shipment](#)
- Stefan Fleming, Empire State Development***
- NYSLA Chairman Vince Bradley and Secretary to the Authority Tom Donohue: Updates and Q&A****

Meeting concluded at 3:25 p.m.



***Key Dates and Materials for 2018 Promotional Events:**

- Cider Week Hudson Valley, June 8 - 17
- Western New York Trade Tasting, July 9
 - Open to all NYCA members; reimbursement for ground travel may be possible
- Cider Week Western New York, August 17 - 26
- Cider Week Finger Lakes, September 28 - October 7
- Cider Week New York City, November 2 - 11
- [Cider Week New York Sponsorship Deck](#)

****NYCA 2018 Board of Directors**

- David DeFisher, Board President, DeFisher Fruit Farms/Rootstock Cider, Williamson (Wayne Co.)
- Karl duHoffmann, Marketing Committee Chair, Orchard Hill Cider Mill, New Hampton (Central HV)
- Sara Grady, Glynwood, Cold Spring (Hudson Valley)
- Jake Lagoner, Lagoner Fruit Farms/Embark Cider, Williamson (Wayne Co.)
- Ian Merwin, Research Committee Co-Chair, Black Diamond Farm and Cider, Trumansburg (FLX)
- Jonathan Oakes, Research Committee Co-Chair, LynOaken Fruit Farms/Steampunk Cider, Medina (Buffalo/Lake Ontario)
- Elizabeth Ryan, Breezy Hill Orchards, Stone Ridge Orchards/Hudson Valley Farmhouse Cider Staatsburg (Central HV)
- Christine Sisler, Board Treasurer, Hudson Valley Farm and Food
- Dan Wilson, Board Vice President, Hicks Orchard/Slyboro Cider, Granville (Upper HV)

*****Stefan Fleming Contact Information**

- Stefan did not provide a formal presentation; he can be reached at Stefan.Fleming@esd.ny.gov

******NYSLA Updates and Q&A**

- Tom shared news about a range of implemented regulatory and statutory changes - elimination of use tax on samples poured in tasting rooms or under marketing permits, parity with farm winery around d2c merch sales, sales/field staff no longer needing a solicitor's permit to operate on your behalf - as well as plans for bringing the brand label process online and extending registration terms (and fees) to span 3 year periods.
- Tom answered several on-the-fly questions about NY Ag Requirement Disaster Provisions (NYCA is working with Ag & Markets to develop a policy), Brand Label registration process (as-is) and price posting, D2C shipping (covering the nuances of regulations on this topic for shipments with destinations in NYS and elsewhere, from farm wineries and farm cideries, and consisting of cider and for wine). There was no formal presentation; if you have lingering questions, [contact Jenn](#) and she'll obtain answers in a fashion that addresses your individual concern while maximizing the institutional knowledge of the community.