



# Alaska Cottage Food Webinar

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# Scaling Up: Alaska Cottage Food Webinar

Presented via ZOOM  
March 30, 2021  
9:30-11:30 am



*Alaska Salt Co.*



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# Agenda



- **Welcome & Introductions-** Robbi Mixon & Amy Seitz, Alaska Farmers Market Association, Alaska Farm Bureau, & Alaska Food Policy Council (5 minutes)
- **Welcome & Introductions-** Kim Stryker, DEC Food Safety & Sanitation Program (5 minutes)
- **Food Business Scale -Up Panel (40 minutes) -**
  - Evie's Brinery - Evie Witten
  - Alaska Salt Co. - Casey Siekaniec
  - The Bagel Shop- Mikela Aramburu
  - Lucy's Market- Kelsey Shields
- **Q & A with Scaled Up Food Businesses (10 minutes)**
- **ADEC- Basic Overview of Food Permitting Requirements-** Noelani Thompson (20 minutes)
- **Alaska Manufacturing Extension Partnership-** Alyssa Rodrigues (5 minutes)
- **Food Liability - Market Manager Perspectives -** Robbi Mixon (5 minutes)
- **Food Liability Insurance -** Chris Van Leeuwen- Veracity (25 minutes)
- **Post-workshop survey, Future Steps, & Listserv sign-up (during Q&A)**

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## Webinar Co-Hosts

Welcome & Introduction,  
Robbi Mixon & Amy Seitz

*Visit us at:*

[alaskafb.org](http://alaskafb.org)

[akfoodpolicycouncil.org](http://akfoodpolicycouncil.org)

[alaskafarmersmarkets.org](http://alaskafarmersmarkets.org)





Mission: to support and promote vibrant and sustainable farmers markets throughout Alaska.

Our goal is to create a healthier, more secure and more self-reliant Alaska by improving our food system.



Mission: to improve the economic well-being and expansion of agriculture and to enrich the quality of life for all Alaskans.

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**Welcome:**

Kimberly Stryker

Alaska Department of Environmental  
Conservation (ADEC), Food Safety & Sanitation  
Program

<https://dec.alaska.gov/eh/fss.aspx>

[https://dec.alaska.gov/eh/fss/  
food/cottage-food/](https://dec.alaska.gov/eh/fss/food/cottage-food/)



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# Food Business Scale-Up Panel

- Evie's Brinery, Anchorage
- Alaska Salt Company, Homer
- Bagel Shop, Homer
- Lucy's Market, Soldotna





- Established 2014
- Sold 2019 to Alaska Seeds of Change



Mission –driven business

Greater impact - quick transition to wholesale model



## *Delicious, Full of Goodness, Local*

*Making fresh Alaska vegetables even more delicious, nourishing and easy to serve, and partnering with Alaska farms and other local small businesses to foster healthy Alaska people, economies and communities.*

# Challenges

- Permitting – just follow steps, attention to detail
- Commercial kitchen space - refrigeration
- Packaging – affordable in relatively small quantities
- Distribution outside of Anchorage & Mat-Su



# What contributed to success?

- Stage with similar business
- Allies within permitting agencies
- Good work/production space
- Investment in branding, quality packaging
- Built solid relationships with producers
- Social media – partnerships
- Strategic placement - retail
- Bottom line - A plan



# Hindsight – what would I do differently?

- Use more local resources earlier
- Less shy & more fun with media & social media
- Embrace & celebrate start-up phase



# Brinery plan - full circle

Alaska Seeds of Change complements its mission through Evie's Brinery, strengthening our youths' connection to their food system and building valuable skills in the process. We believe that when youth have a better understanding of where their food comes from and how it's made, they have a stronger understanding of themselves and how they make our community more vibrant.





*Alaska Salt Co.*

**WILDLY UNREFINED**



Alaska Salt Company



Alaska Salt Company





Alaska Salt Company



Alaska Salt Company





Alaska Salt Company

# THE Bagel Shop

3745 East End Rd. Homer, Alaska (907)299-3228







[TODAY'S SPECIALS]

**\*Market BLT\***  
Crispy bacon, market greens, roma tomato & thinly-sliced red onion with your choice of Holy Trinity OR Garlic n' Herb Schmeer - on a bagel of your choice. **\$8.00**

**\*Smoked white fish\***  
Smoked black cod, hard-boiled egg, onion, celery, parsley & mayo atop a bagel of your choice - with market greens, tomato and red onion. **\$8.00**

our bagels were boiled and baked fresh today in a home kitchen.  
INGREDIENTS: flour, water, yeast, salt, barley malt, baking soda, molasses, poppy seeds, sesame seeds, onion, garlic

**OR...** PICK YER BAGEL AND SCHMEAR & WE'LL TOAST IT UP!

**\*Smoked salmon\***  
Smoked red Salmon, red onion, capers, fresh dill & parsley in cream cheese **\$4.00**

**\*the holy trinity\***  
roasted jalapeños, garlic and anchovies in cream cheese **\$4.00**

**\*garlic n' herb\***  
with plenty of both! **\$4.00**

**\*BLUEBERRY-ORANGE\***  
our Sweet schmeer w/a touch of honey **\$4.00**

**\*plain cream cheese\***  
Philadelphia **\$3.00**

**\*butter\***  
organic **\$2.00**

+ add Market greens, roma tomato & red onion to your bagel & schmeer for **\$2.00**





The Bagel Shop







The Bagel Shop



The Bagel Shop

# The Bagel Shop



LUCY'S  
MARKET



Bread



Food & Retail



Cheese



Lucy's Market



Lucy' Market



Lucy's Market





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# Q & A with Scaled Up Food Businesses



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# Basic Overview of Food Permitting Requirements



# Getting Started

An overview of what to consider and how to get started with the State of Alaska DEC Food Safety and Sanitation permitting process

Lorinda Lhotka, Program Manager

Heidi Isernhagen, Environmental Health Officer & Retail Specialist (Soldotna)

Lani Thompson, Environmental Health Officer (Anchorage)

# THINGS TO CONSIDER WHEN SCALING UP YOUR BUSINESS

## Retail

Within Anchorage (Eklutna to Portage) –  
Apply for a permit with the Municipality of Anchorage

Outside Anchorage City Limits – Apply for a permit with the State of Alaska



## Wholesale

Apply for a permit with the State of Alaska



# Construct New Facility/Space

- Location Choice – most convenient for producer and/or customer
- Costs associated with construction
- Costs of equipment
- Building Codes
- Space
- Wastewater/Drinking Water requirements
- Flexibility with scheduling and kitchen usage
- Asset/Investment



# DEC-Approved Shared/Community Kitchen

- Rental Costs
- Faster than building from scratch
- May not have to buy equipment
- DEC plan review – physical facility plans have already been approved, plan review concentrates on applicant's process
- May not be as flexible – need to work around other people's schedules
- Storage of Finished Product
- Location Change – if you change the kitchen you are working out of, will need to go through plan review process again. DEC permits are site and person specific.



# How to start the permitting process

- Food Establishment Application
- Plan Review Application
  - Floor Plan
  - Plot Plan
  - Equipment List
  - Plumbing Schematic
  - Fees (do not need to be submitted the same time as the applications)
- Resources : [Food Processors \(alaska.gov\)](http://alaska.gov)
  - Plan Review Guide

The image displays three documents from the Alaska Department of Environmental Conservation, Division of Environmental Health, Food Safety and Assistance Program.

- Application for Food Establishment Permit (Form 1-1):** This form includes sections for general information, type of operation, and new or extensively remodeled facilities. It asks for details like business name, address, and type of entity.
- Plan Review Application (Form 1-2):** This form is for submitting plans for review. It includes a section for general information and a section for the applicant's contact information.
- PLAN REVIEW GUIDE:** This guide provides an introduction to the plan review process and lists the required facility plans, such as the Facility Plot Plan, Facility Floor Plans, Plumbing Schematic, and Equipment Layout.





# High Hazardous Food Products

- Smoked
- Cured
- Acidified
- Dehydrated
- Thermally processed low acid foods
- Reduced oxygen packaging



- Product Testing (pH & aw)
- Processing Authorities
- Develop a HACCP Plan
- File Process with FDA

# Distribution & Inspection

- How to get your product to customers
- Refrigerated/Frozen Products



- Permitted facility subject to DEC routine inspection
- If product crosses state line, facility is also subject to FDA inspection

# Contact Us

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[Heidi.Isernhagen@alaska.gov](mailto:Heidi.Isernhagen@alaska.gov)

[Lorinda.Lhotka@alaska.gov](mailto:Lorinda.Lhotka@alaska.gov)

<https://dec.alaska.gov/eh/fss.aspx>





# AK Manufacturing Extension Partnership





# Food Liability Insurance Program



**FOOD  
LIABILITY  
INSURANCE  
PROGRAM**



# MANAGE RISK, *PROTECT YOUR BUSINESS*

**Chris Van Leeuwen, CIC**

Veracity Insurance Solutions, LLC



# Disclaimer

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- This PowerPoint presentation is for informational purposes and does not contain or convey legal advice. The information herein should not be used or relied upon in regard to any particular facts or circumstances without first consulting your attorney and/or actual policy documents
- The terms and definitions in this presentation are for informational purposes only and may or may not be like those found in your respective policy documents. Please refer to your policy for applicable terms and conditions.
- This presentation is not intended to provide any coverage determinations or coverage positions. Please refer to your specific policy document(s) and consult with your respective coverage provider.

# What Can Cause You Problems

## Premises



Liability arises out of an injury and/or damages due to the ownership, maintenance, or use of that location

## Products



Liability arising out of injury and/or damages caused by defects in product design, manufacture, or failure to warn or explain

## Operations



Liability arises out of injury and/or damages caused by activities which are necessary and incidental for conducting business.



# What Can Cause You Problems

## Auto



Liability arising out of the Ownership, Maintenance or Use of Autos – Personal vs. Commercial Auto

## Trailers



Bodily Injury or Property Damage arising from the ownership, maintenance, use or entrustment to others are excluded from general liability policies

## Employees



Work Related Injuries, Theft, Fraud, Harassment, Discrimination, Hostile Work Environment, Wage & Hour Claims, Wrongful Termination

# What Can Cause You Problems

## Independent Contractors



***Independent Contractor/Sub-Contractors not insured under general liability policy.***

### Alaska Law

To determine whether a person is an independent contractor or an employee, it is important to consider all evidence regarding the degree of control and independence. **Independent contractors should:**

- Perform duties that are not part of the normal work flow;
- Perform a task that has a specific result (end date);
- Expect to receive income from more than one source;
- Have a business license;
- Have a business premises; and
- Provide services to more than one employer.

# Independent Contractors

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***Possession of a business license or insurance does not make a valid independent contractor. These are only beginning steps. There are not a set number of factors that makes a worker an employee or an independent contractor.***

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## **Types of Instructions Given**

An employee is generally subject to the business's instructions about when, where, and how to work. All of the following are examples of types of instructions about how to do work:

- When and where to do the work.
- What tools or equipment to use.
- What workers to hire or to assist with the work.
- Where to purchase supplies and services.
- What work must be performed by a specified individual.
- What order or sequence to follow when performing the work.

# Workers Compensation

## Independent



Alaska employers who hire independent contractors must provide them and their employees with workers' compensation coverage unless the contractor can provide proof of insurance.

If you hire an independent contractor or subcontractor who lacks workers' comp insurance and one of their workers gets hurt, you may be liable for that person's medical expenses under your own workers' comp arrangement.

# Penalties

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Employers in Alaska who fail to maintain workers' compensation insurance for their employees will be subject to a variety of civil penalties, including:

- ❑ Penalties of up to \$1,000 per employee, per day in which they fail to provide workers' comp coverage
- ❑ Being shut down by the state (stop-work order)
- ❑ Having to pay \$1,000 in additional penalties for each day they violate a stop-work order
- ❑ Being barred from pursuing job contracts with the state of Alaska
- ❑ Being liable personally to pay benefits for injured or sick employees who should have had workers' comp coverage at the time of their work-related injury or illness
- ❑ Possible criminal fines of \$10,000 and one year in prison

# Risk Management

- Premises Liability Product Liability
- Operational Exposures
- Auto
- Trailers
- Employees
- Independent Contractors
- Contracts



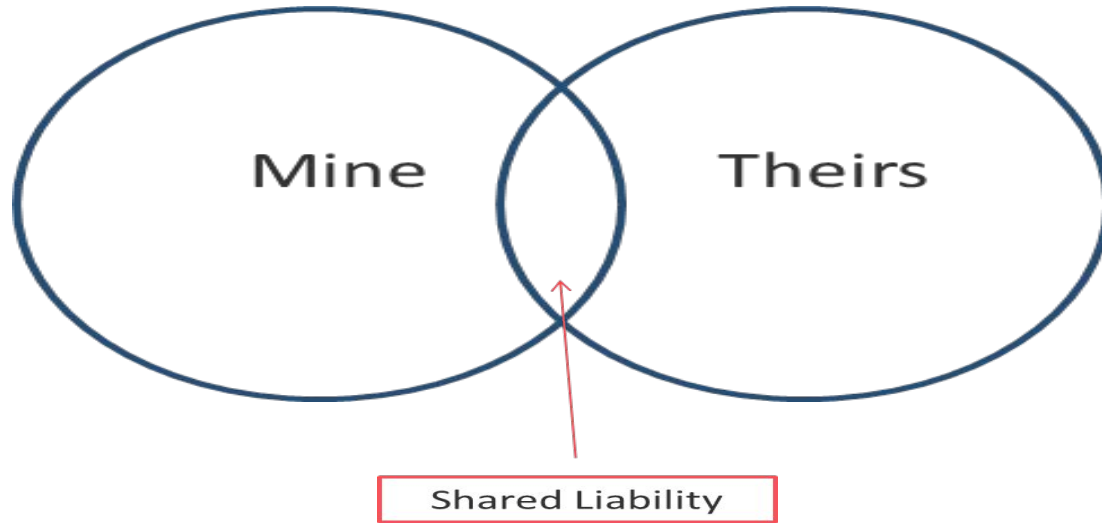
# Additional Insured

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- A company that is added to a policyholder's insurance policy is considered an additional insured
- This endorsement can complement an existing contract and can help protect a party from liability arising out of another party's negligence.
- Additional insureds are only covered for operations that involve the named insured in some way
- Policy exclusions apply equally to named insureds and additional insureds
- Additional Insured status is different than being a Certificate Holder. A Certificate Holder has only a document that provides information as to the insurance coverage in effect.

# Additional Insured

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# Your Contacts

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Your FLIP Team  
[info@flipprogram.com](mailto:info@flipprogram.com)  
844.520.6992

Troy Smith  
[troy@veracityins.com](mailto:troy@veracityins.com)  
866.395.1308



# Q&A

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## Post-workshop survey & Listserv sign-up



**Complete Survey by visiting:**

<https://forms.gle/gsyYeZuZ98NKoePt6>

**Cottage Food Listserv Sign up:**

<http://list.state.ak.us/mailman/listinfo/ak-cottage-food>

# References



<https://dec.alaska.gov/eh/fss.aspx>

<https://dec.alaska.gov/eh/fss/food/cottage-food/>

[https://www.muni.org/departments/health/admin/environment/fss/documents/cottage food exemptions.pdf](https://www.muni.org/departments/health/admin/environment/fss/documents/cottage_food_exemptions.pdf)

<https://www.muni.org/departments/health/admin/environment/fss/documents/cottage%20food%20waiver%20information%20and%20application.pdf>

- [alaskafb.org](http://alaskafb.org)
- [akfoodpolicycouncil.org](http://akfoodpolicycouncil.org)
- [alaskafarmersmarkets.org](http://alaskafarmersmarkets.org)
- [alaskafoodhub.org](http://alaskafoodhub.org)