



THE WIDGET

DEVELOPMENT & TRADING COMPANY, LLC.

FROM CONCEPT TO DISTRIBUTION

Home Style Sausage Products



Home Style Foods



Home Style Foods in Sam's Club
Past and Present Buyers include but are not limited to:





"Carving the future in refrigerated services"



McLauren Meat Distribution



Frozen Goat Chunks Locally grown, processed in the USA

- Frozen Goat Chunks
- Grown in the USA
- Extended Shelf Life
- Allows for more introduction time and marketing time.
- Opportunities to expand distribution into other Distribution Channels



➤ Food Service/Restaurant/Institutions

FLAVORS

Atlanta's Dining Scene

FOOD • CULTURE • DINING • WINE • ENTERTAINING • HOME

Georgia Grown

YOUR MAIN SQUEEZE
LEMONADE RECIPES
YOU'LL LOVE

THE DISH
ON ATLANTA'S
DINING SCENE



CHAMPAGNE BLUEBERRY TOST
VIN25 Bistro and Wine Bar
recipe on page 49

NOVEMBER 2013 \$4.95



GET YOUR GOAT

GOTCHA GOAT LLC

Through his company Gotcha Goat LLC, local entrepreneur David Martin hopes to grab the global goat market by the tail. For the past six years, Martin, along with partners Bruce Dabbin and Frances Martin, has been working with Tuskegee University, Fort Valley State University, local farmers, state and federal politicians, and USDA representatives to develop the only branded goat meat effort in the country. "Our goal is to make Georgia the goat-producing capital of the United States," he explains. To make goat farming economically feasible for herds of any size, Gotcha Goat gives advice about raising goats, coordinates gathering and transporting the animals to USDA-certified processing plants, and sells the fresh processed meat to stores such as Kroger. At your favorite location doesn't carry it, just ask the butcher, who can procure it for you.

Though it's not common on American menus, goat is the most widely consumed meat in the world and boasts nutritional values that trump lamb, beef, pork and even chicken. Goat meat has a place in a multitude of ethnic cuisines, including Indian, Chinese, Greek and Persian's it's widely consumed throughout Central and Latin American countries and the Caribbean. "We want people to understand that goat is a good meat—it doesn't have to be cured," Martin says. Visit gotchagoat.com for a recipe for goat stew that can be made with ingredients from most American pantries. "Since it's so low in fat, it needs to be cooked low and slow. It'll fall off the bone, it's so tender." And a burger form, goat cooks up just like regular beef, inspiring Martin to promote the "Go-burger." "It makes a wonderful-tasting burger that has less fat and cholesterol," he says.

Cashmere Owner and Executive Chef Kevin Gillespie needs no convincing. "I've always adopted pushing new items. I think, one of the biggest trends right now is people beginning to experiment with different proteins," the chef says. "Ten years ago we struggled to sell rabbit and squab. Now diners are excited to order different things. Every time I throw that cowball that I think no one is going to rivet at, they do. It makes me happy to know that." Charbroiling a whole goat has been a Gillespie family tradition for years. "Everyone who tries it for the first time says 'that's amazing. I've had no detectors so far,' he says.

For Chef Gillespie's recipe for Barbecued Goat with Ketchup-Style Sauce, see page 72.

For Gotcha Goat's recipe for Gotcha Goat Meat Six Spot's Saus, shown here, see page 76.

Georgia's climate and terrain are ideal for goats, and not much land is needed to raise them. They come in handy for kudzu and weed removal and are often used to clear out undergrowth to prevent forest fires.

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(referred to on page 20)

Guinea Fowl Galette

Recipe by James Symon, Chef/Owner, Seasons

Yield: 8 to 12 serving (2 galettes)

- 4 serrano peppers, seeded, de seeded and chopped
- 4 cloves garlic, minced
- 1 tablespoon butter, divided (olive oil as needed)
- 1 medium eggplant, peeled and cut into 1/2-inch dice
- 3 bunches scallions
- flour as needed for rolling

Galette Dough (recipe included)

2-3 handfuls baby lettuce greens or spinach

Sauce (recipe included)

2 small zucchinis, cut into 1/2-inch julienne

ground Romano cheese to taste

Chef Serrano proofer Loucietti salt and pepper to taste

cream as needed

Using a salicyl, sauté peppers and garlic in 2 tablespoons butter and olive oil until limp. Remove to bowl with strainer spoon and set aside. In the same skillet, sauté eggplant until lightly browned and set aside. Slice scallions using all of the white part and only 1 inch of the green part (swirl in remaining butter in another small sauté pan). It is important to have vegetables ready and on hand so that the dough does not get too warm and soft during assembly.

Assembly

Preheat oven to 375 degrees. Roll out dough into 14- to 16-inch rounds. Use plenty of flour to keep dough from sticking. Roll first round over rolling pin and transfer to a square baking pan covered with parchment paper. Repeat with remaining round.

Place greens in an even layer on both rounds of dough, leaving 2 1/2 to 3 inches uncovered around the edges (these will be turned up later to form the galette). Place generous-sized chunks of guinea fowl on top of greens, using about 1/2 to 3/4 pounds of meat per galette. Top meat with serrano/garlic mixture and eggplant (both room-temperature so as not to over-heat the dough). Then ladle a generous amount of sauce on top of the meat and vegetables. Sprinkle with Romano and top with Romano and cheese on top. Add salt and pepper to taste.

Begin folding a bit of dough toward the center from 1 end of the foil with cream on water and fold another bit and so on until you have made a rough trough with the center open. Repeat with second galette. Bake for approximately 45 minutes or until galette are nicely browned. Let them sit for 10 minutes, then slice along the angles of the hexagon or cut into quarters.

Sauce

3 tablespoons butter

3 tablespoons all-purpose flour

2 cups hot chicken broth

several sprigs fresh oregano or

1 1/2 teaspoons dried

1 cup cream or milk (optional)

For the Sauce

Melt butter in a saucepan. Whisk in flour and let mixture bubble, whisking for 3 to 4 minutes. Whisk in hot broth, then turn down heat and let simmer. Add oregano and simmer for 10 to 15 minutes more to infuse the flour. If you want a creamier sauce, whisk in 1 cup cream or milk after thickening. The mixture will puff up immediately and reduce. Strain. Season and set aside.

Seasons

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flavors

(referred to on page 21)

Gotcha Goat Meat

Recipe by David Martin, Co-Founder and Owner, Gotcha Goat

Yield: 4 servings

- 1 1/4 pound package "Gotcha Goat" bone-in goat meat chunks
- 12 ounces Six Spot's Old-Fashioned Specialty Sauce (or your favorite tomato-vegetable-based sauce or marinade)
- 1 medium onion
- 1/2 green bell pepper
- 1/2 zucchini
- 2-3 garlic cloves
- 1 tablespoon vegetable or olive oil
- 1 package cherry tomatoes

For best results, marinate meat in Six Spot's Old-Fashioned Specialty Sauce 4 to 6 hours prior to cooking, if possible. If unable, that's OK! Dice onion, green pepper, zucchini and garlic. In a Dutch oven or similar pot with a lid, heat oil over medium heat and add vegetables. Sauté until soft; add goat meat along with the marinade and 1 cup water. Cover and cook until meat is tender (about 2 hours). Once meat is tender, add tomatoes, onion and cook until tomatoes are soft. Remove rice or noodles if desired.

You can add other vegetables, such as zucchini and corn, at the same time as the tomatoes.

This dish can also be cooked in a crockpot overnight or while you are at work.

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In the beginning

BLACK ENTERPRISE

4 Credit Score Myths



DECEMBER 2010

WEALTH FOR LIFE

Tweeting For Dollars



Lessons From MTV Twitter Jockey Gabi Gregg

BE NEXT
Young Leaders Charge Up The Energy Sector



\$3.99 US \$4.99 CAN 12
 ebook
 www.blackenterprise.com

SMALL BUSINESS

Tapping the Global Markets

Boost your business by selling your product internationally

DAVID MARTIN WAS COOKING UP WHAT WAS PERHAPS the meal of his life.

Inside an Atlanta hotel, the president and CEO of Home Style Foods L.L.C. wanted to impress a delegation of Brazilian businesspeople brought to the U.S. in 2008 to identify American producers of food products. Home Style Foods, an Atlanta-based processor and distributor of turkey, pork, and chicken sausages, has had a local following since the business opened in the mid-1990s, but Martin felt the best way to take the business to the next stage was to look beyond U.S. shores.

Home Style Foods' products are sold mostly in the Southeast and can be found in chain grocers, including certain Kroger, Food Lion, Giant, and Walmart stores, as well as independent grocers. Best known for its Southern Style Premium Smoked Sausage, the company posted revenues around the \$1 million mark in 2009, but Martin believes he can do better. "I looked at the [event], and looked at the number of people who are meat eaters and looking for quality products beyond our borders," he says.

Through the Southern United States Trade Association, Martin participated in the trade mission to meet the Brazilian delegation. SUSTA is a nonprofit agricultural export trade development association made up of the agriculture departments of 15 southern states and Puerto Rico. With the delegation came representatives from retail giant Wal-Mart Stores Inc., whose

400-plus Wal-marts in Brazil would serve as Home Style Foods' pathway into the country. A lot of potential business was resting on the critique of the delegation. After all, Brazil has one of the largest economies in the world, and a sizable population. Though Home Style seeks to appeal to a broad population, the hope was that the Southern-style smoked flavor of the sausages would resonate with black South American palates.

Martin's team cooked up Home Style Foods' hot and mild pork sausages. "We also showed [the Brazilian delegation] the chicken and turkey sausage and one said, 'I like all of them,'" Martin recalls. As a result, the company is working with the Ministry of Agriculture, Livestock and Food Supply (Brazil's equivalent of the U.S. Food and Drug Administration) and is in the preliminary stages of exporting products to Brazil. Since Home Style Foods doesn't own the facility where the sausages are made they own the recipe and outsource the manufacturing; they have to coordinate with the Brazilian government and a processor based in Alabama. Once that's done, the actual sausage products must be registered in Brazil before leaving the shelves. Martin, who is 57, expects the sausages to hit the Brazilian market places in March or April 2011 and increase the company's sales by 40% to 50%. Home Style Foods is just one U.S.-based company that has realized the benefits of tapping into the global marketplace. In 2009, American companies exported about \$1.05 trillion in goods. And

By Alan Hughes



MARTIN EXPECTS HIS COMPANY'S SALES TO GROW BY 40% TO 50% BY SELLING PRODUCTS IN BRAZIL.



“Forming Your Widget”

Preparing to do Business

Frances L. Martin, Chairman
David L. Martin, President/CEO

www.widgetdtc.com



Structuring the Business

- Tax Structure
- Legal Structure
- Marketing
- Operations
- Human Resources
- Finance



Additional Requirements

- If you elect to form your farm operation as a Corporation or Limited Liability Company (LLC), you must file with the Office of the Secretary of State.
- If you choose to form your farm operation as a Sole Propriety, (individual), you should file with the Office of the County Clerk where you live.
- You will then need to file with the Internal Revenue Service (IRS), to get a Federal Identification Number SS-4: (also referred to as an EIN-Employer Identification Number)

Business Registrations

- **Registering to get a DUNS Number.** The Data Universal Numbering System (DUNS), is a unique 9-digit identifier number issued and maintained by the Dun & Bradstreet Co, that verifies the existence of a business entity.
- **UEI-Unique Entity Identifier**
- **Registering in SAM.Gov.** The System for Award Management (SAM) is an official website of the U.S. Government. You may be required to register in SAM.Gov to do business with the government, (contracts, grants and programs. When you register you are issued a CAGE Number.

Safety Certifications & Insurance

- GAP (Good Agricultural Practice) Certifications
- Good Handling Certification
- FSMA (Food Safety Modernization Act)
- General Liability Insurance
- Product Liability Insurance



Business Planning:

- Business Planning is important to your success in business
- You can continue trying to operated by a “Flying by the Seat of your Pants” approach.
 - Waste years doing the wrong thing-When you could have been doing the right thing.
- **REMEMBER THIS: IF YOU DON'T KNOW YOUR HISTORY, YOU ARE DOOMED TO REPEAT IT.**

Building a Sustainable Business

This includes the following:

- Traditional Business Planning
- Understanding Marketing Principals
- Realizing your Personal, Economic, Environmental and Community Values

Markets are forever Changing

- New Competitors enter
- Rivals go out of business
- Substitute or New Products enter the market
- Elimination of old Products

Market Assessment

- Products
 - Customer Segment
 - Unique Product Characteristics
- Distribution
 - Logistics
 - Market Locations
 - Marketing Costs

Product Classification

- NAICS Code (North American Industry Classification System)
 - Example:
 - Sausage is 311612
 - Goat Meat is 112420
 - Baked Goods 311812
- SIC Code (Standard Industrial Classification)
- SKU
(Stock Keeping Unit: your internal item number)

“Sales”



**Pricing
Performance
Advertising
Adjustments**

The “Buyer” Wants It! Now What?

- Company Set-Up
 - Company information, Insurance, etc
 - Payment Terms (Discounts, days to pay, final due date
 - (2/10/30): 2 discounts, if paid in 10 days, net due in 30
- Product Set-Up
 - Global Data Synchronization (iSYNC)
 - Warehouse Set-up
 - Case Pack: Number of units per case
 - Case Cube: $L \times W \times H / 1728 = \text{Cube}$
 - Ti/hi (Tier-number of cases per tier: High-number of layers per pallet)
- Ordering
 - EDI (Electronic Data Interchange)
 - Ordering
 - Purchase orders
 - Invoice
 - Remittance

Logistics Delivery

- Shipping Documents
 - Bill of Lading
 - Packing Slip
- Warehouse/Common Carrier
- DSD (Direct Store Delivery)
- Mail order- UPS/FedEx/USPO



Evaluation and Adjustment

- It won't be perfect the first time
- What went right
- What went wrong
- How do we fix it
- How long will it take
- Who will be responsible for the adjustment

Widget

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