

District Success Story: Borsari Foods



Borsari Food Company, Inc. is a family owned business that started in 2001 on a farm in Western NYS when Elizabeth and Adolph Morando decided to commercialize an old secret family recipe for seasoned salts. Adolph’s grandmother Adelcisa Borsari brought the original recipe with her from Italy in 1914. Borsari Foods has added olive oil and a Bloody Mary mix to its product line and expanded its signature seasoning salt line to six varieties with different flavor profiles. This summer Borsari premiered its Coffee Blend, a distinctive blend of coffee, cacao, and carefully selected spices, which received great reviews on social media channels and locally. In 2013, Borsari Foods participated in the SBDC’s social media internship program. With assistance from the SBDC and interns, Borsari Foods has grown its expertise in five digital/social media platforms and has enhanced its relationships with customers and potential sales outlets. The Morandos implemented an email marketing system to provide product and related information such as foods trends and recipes. LinkedIn has proven to be an effective tool to connect with wholesale buyers from large national and regional grocery chains and food distribution companies. Facebook and Instagram are used consistently to communicate directly with customers. The Morandos reported that this campaign has increased company revenue by \$360,000. In 2016, Borsari Foods expanded into a new manufacturing facility located in Jamestown. In a letter to the SBDC Elizabeth Morando said “The JCC Intern program has been successful in educating the Borsari team about the need to be involved with social media. We look forward to continuing to gain additional insight and knowledge.”

NY SBDC Special Programs

- Disaster Relief
 - Entrepreneur Education
 - International Business Development
 - Manufacturing
 - Mature & Young Entrepreneurs
- Olé —Organización de Latinos Empresarios
 - Procurement
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 - Women & Minority Owned Business

NY SBDC
SUNY System Administration
10 North Pearl Street, 3rd Floor



Partnership Program with the [SBA](#), administered by the [State University of New York](#). Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. All SBA funded programs are extended to the public on a nondiscriminatory basis.



Providing Clients Connections to 24 Regional Centers in NY State

Central

State University of New York
10 North Pearl Street
3rd Floor
Albany, NY 12207
Tel: (518) 944-2840

The SBDC Vision

The NY SBDC brings world class business expertise to the Small & Medium Enterprise community.

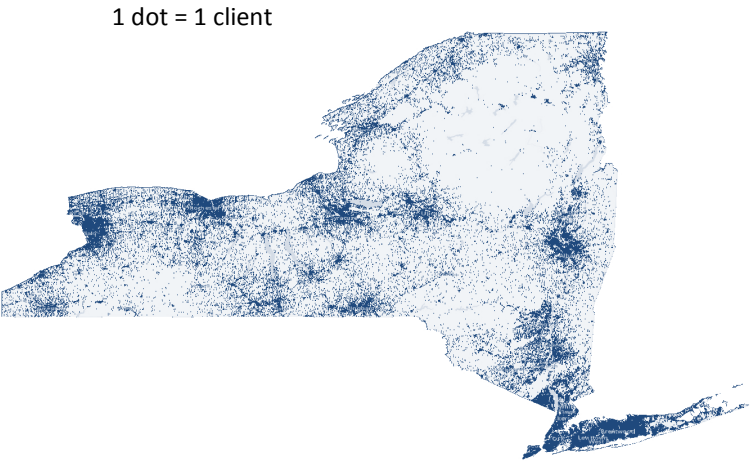
The Mission of the SBDC

The New York SBDC provides customized solutions through advisement, education, research and advocacy for Entrepreneurs, Innovators and the Small & Medium Enterprise community.

*For a full list of NY SBDC centers, visit: www.nysbdc.org/locations.html

Clients in New York State

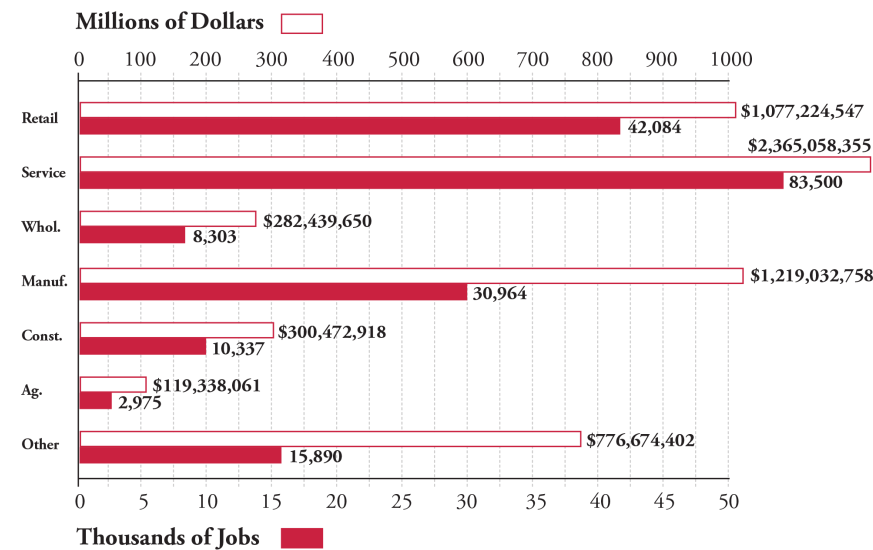
Senator: **Kirsten Gillibrand**
Number of Clients: **379,112**
Total Funding: **\$5,770,509,805**
Jobs Created: **114,647**
Jobs Saved: **72,877**
Counseling Hours: **3,873,383**



www.nysbdc.org

NY SBDC – the go to network for small business

Business Sectors Economic Impact (From Inception)



Program Inception to September 30, 2017

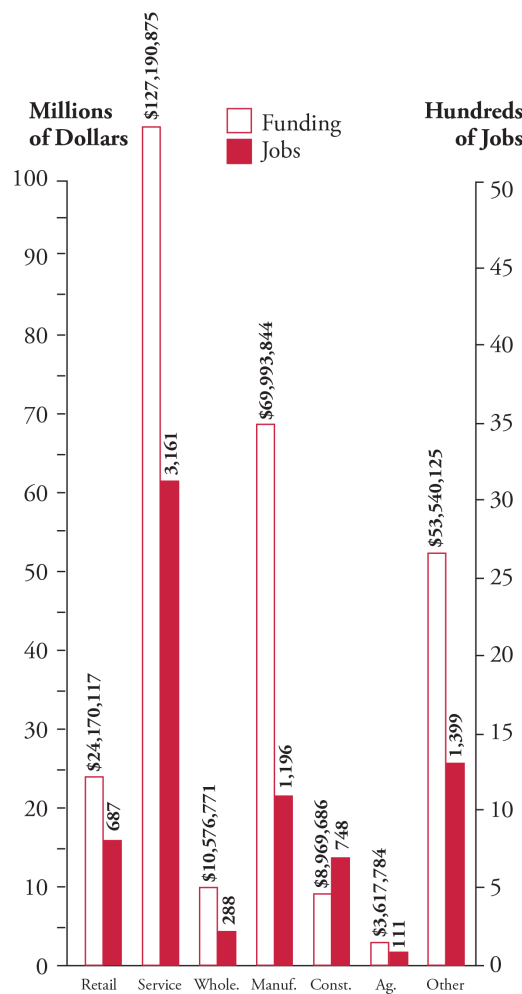
Total Investment Impact: **\$6,125,276,598**

Total Number of Jobs Created: **118,259**

Total Number of Jobs Saved: **75,794**

Investment in niche market and specialized manufacturing continues to grow in New York.

Business Sectors Economic Impact (Fiscal Year 2017)



October 1, 2016 - September 30, 2017

Total Investment Impact: **\$298,059,203**

Total Number of Jobs Created: **3,994**

Total Number of Jobs Saved: **2,708**

In just the past 12 months, SBDC clients invested more than **\$298 million** to impact more than **6,500 jobs**.

NY SBDC Points of Interest

Dynamic Mentoring Relationships – The New York SBDC provided more than 107,800 hours of individual business management consulting to more than 20,300 small business owners and entrepreneurs in 2017. Business Advisors help business owners evaluate their current situation, plan strategically, and take steps toward a productive and profitable future.

Investing in the Future – Small business owners and entrepreneurs assisted by the New York SBDC invested more than \$310 million in their businesses in 2017. Since the program was established in New York in 1984, SBDC-assisted clients have invested more than \$6.1 billion in their enterprises.

Growing the Economy – In a survey by Dun & Bradstreet, 78% of New York SBDC clients receiving 5 hours or more of business start-up assistance reported that they successfully started their new venture. The SBDC helps New Yorkers with entrepreneurial dreams build and grow strong, stable businesses to anchor economically healthy business communities that support the State economy.

Federal Tax Impact – The impact of federal tax collections from Small Business Development Center clients in 2016 was more than \$42.9 million.

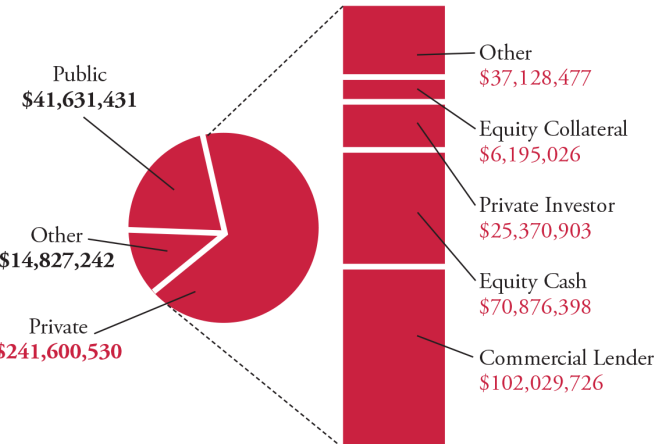
State Tax Impact – The impact of state tax collections from Small Business Development Center clients in 2016 was more than \$35.4 million.

Total Program Benefit to Cost Ratio – Every \$1.00 in funding for the New York SBDC generates \$4.77 in tax revenue.

Interactive Learning – In 2017, the New York SBDC sponsored 735 seminars and workshops that were attended by nearly 15,500 individuals.

Customer Satisfaction – In 2017, an impressive 90% of clients reported prompt assistance from the New York SBDC and 92% said they would recommend the New York SBDC to other business owners.

Funding/ Investment (Fiscal Year 2017)



October 1, 2016 - September 30, 2017

Total Investment: **\$298,059,203**

Scarce owner equity is leveraged by public and private funding to bring entrepreneurs' dreams to life.