

WEBVTT

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00:00:33.240 --> 00:00:46.040

Katie Ettman (She|Her) SPUR: I think we're pretty close here, so i'm going to kick us off so first. Good afternoon, everyone. My name is Katie Atman, and i'm spurs, food and agriculture senior policy manager. Thank you so much for joining us for this digital discourse today.

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00:00:46.080 --> 00:01:01.720

Katie Ettman (She|Her) SPUR: I know many of you here are spur members, so thank you for your support, and if you're not a member, I encourage you to join to support spur ongoing work and using education, policy, analysis, and advocacy to make our cities and regions more prosperous, sustainable, and equitable places to live.

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Katie Ettman (She|Her) SPUR: Your financial support enables us to continue our work, including the housing of our programs. Hosting of today of our programs like today. If you're interested in finding more information, please please go to spur.org slash, join to learn about membership.

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00:01:16.620 --> 00:01:27.660

Katie Ettman (She|Her) SPUR: And just so, you know, our next digital discourse is scheduled for May eighteenth. Also over this lunch hour it is preserving housing and centering tenants with opportunities to purchase.

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00:01:27.780 --> 00:01:41.330

Katie Ettman (She|Her) SPUR: and the description of that is one critical solution. To strengthen our communities and protect tenants from losing their homes is the tenant or community opportunity to purchase act which is being proposed by cities and counties across California.

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00:01:41.650 --> 00:01:50.620

Katie Ettman (She|Her) SPUR: We're bringing together community organizers, policymakers, government officials and affordable housing experts who've been on the front lines of drafting and adopting the act.

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00:01:50.860 --> 00:02:05.470

Katie Ettman (She|Her) SPUR: They'll explore how they've combated opposition to and misinformation about the act, how government and philanthropy can creatively support the acts implementation and how the lessons they've learned can assist other jurisdictions looking to adopt a similar act.

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00:02:05.950 --> 00:02:12.710

Katie Ettman (She|Her) SPUR: But back to today, today's digital discourse is entrepreneurly endeavors building a business through food. Incubators

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00:02:13.090 --> 00:02:25.760

Katie Ettman (She|Her) SPUR: starting a commercial kitchen from scratch is a costly endeavor for food, entrepreneurs, but necessary. If you want to scale your business, the high cost and challenge of transitioning from a home kitchen to a commercial one can serve as a barrier for many.

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00:02:26.060 --> 00:02:37.460

Katie Ettman (She|Her) SPUR: particularly those from under search communities. However, in California more than 40% of new businesses are founded by immigrants in contrast to just 25% nationally.

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00:02:37.520 --> 00:02:56.150

Katie Ettman (She|Her) SPUR: So how can we support California businesses, enter food incubators which support entrepreneurs and give them training and a space to grow their business. Today we'll learn more about these programs, for multiple mission-driven food business incubators and how they support women, people of color and immigrants to bring their food businesses to life.

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00:02:56.670 --> 00:02:59.820

Katie Ettman (She|Her) SPUR: And so with that I want to introduce our speakers for today.

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00:02:59.990 --> 00:03:08.480

Katie Ettman (She|Her) SPUR: so say, a new from focus points. Family resource center is a senior manager of social enterprises. It focus points, family resource, center

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00:03:08.730 --> 00:03:26.890

Katie Ettman (She|Her) SPUR: focus points, houses to social enterprises where to Urbana and Kamal heritage, kamal, heritage, food incubator is a 3 year food business incubator that targets assisting women, immigrants and other vulnerable communities and starting their own food businesses or upskill into management in the food industry.

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00:03:27.820 --> 00:03:28.680

Katie Ettman (She|Her) SPUR: Emily

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00:03:29.970 --> 00:03:42.650

Katie Ettman (She|Her) SPUR: Emiliana is a chef by trade. She has worked in the bay area. Most of her career. In 2,011 she joined La Kosina's incubator program and started her own pickling business jarred Sf. Bride.

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00:03:42.740 --> 00:03:53.580

Katie Ettman (She|Her) SPUR: After 3 years of running her own food business. She made the tough decision to pack it in and move on to the next food adventure. eventually finding her way back to Lakosina. But this time as a member of the staff.

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00:03:53.760 --> 00:04:00.810

Katie Ettman (She|Her) SPUR: 8 years later, she has the pleasure of running the incubator program that was once so intrumental in the launch of her very own business.

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00:04:01.100 --> 00:04:19.149

Katie Ettman (She|Her) SPUR: And so today we'll be hearing from both of these fabulous panelists. But we will also have time for question and answer, and we want this to be as interactive as possible, so we will spend as much time as possible engaging with you all. So I encourage you to use the chat box to share your thoughts with each with each other and the speakers.

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00:04:19.149 --> 00:04:25.360

I encourage you to submit your questions that you might have by using the Q. A. Panel, it should appear as a button at the bottom of your screen

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00:04:25.500 --> 00:04:36.040

Katie Ettman (She|Her) SPUR: or the top of your screen on the mobile app, depending on how you're accessing us today. And lastly, within the next few days we'll be sharing a copy of the recording transcript and chat with everyone who registered

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00:04:36.070 --> 00:04:43.930

Katie Ettman (She|Her) SPUR: with that I want to turn it over to our first presenter, sab enough to talk about your work at Kumo. Thanks so much

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00:04:44.750 --> 00:04:48.720

Seynabou Sohail- Comal Heritage 2gen Food Incubator: awesome. Thank you, Katie. Let me get my screen sharing going.

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00:04:59.270 --> 00:05:11.620

Seynabou Sohai- Comal Heritage 2gen Food Incubator: All right. Welcome, everyone. Thank you so much for spending your time with us. We would love to share a lot about our programming and helping those achieve their dreams of starting their own food, business, and or management.

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00:05:11.960 --> 00:05:19.210

Seynabou Sohai- Comal Heritage 2gen Food Incubator: My name is Sane Abu. I am the senior manager of social enterprises here at focus points a family resource center.

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00:05:19.510 --> 00:05:30.660

Seynabou Sohai- Comal Heritage 2gen Food Incubator: Today I'm going to talk about Kamal heritage, food incubator. So a little bit before I get into that about focus boys family resource center. It is located in Colorado and the Denver area.

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00:05:30.760 --> 00:05:36.470

Seynabou Sohai- Comal Heritage 2gen Food Incubator: and we offer a variety of wrap around services. Pat and hippie English classes.

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00:05:36.540 --> 00:05:50.400

Seynabou Sohai- Comal Heritage 2gen Food Incubator: healthy cooking and nutrition at our farmers market, as well as therapy and mental health services. So not only do we help our participants with these services. We also help the families in the community that we're serving with these wraparound services as well.

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00:05:51.840 --> 00:05:53.480

Seynabou Sohai- Comal Heritage 2gen Food Incubator: So with that.

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00:05:56.460 --> 00:05:58.170

Seynabou Sohai- Comal Heritage 2gen Food Incubator: Okay. So with that

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00:05:58.740 --> 00:06:08.880

Seynabou Sohai- Comal Heritage 2gen Food Incubator: social enterprise is the fourth pillar of our 3 P. 4 pillars that we focus on at focus points as far as upskilling, and

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00:06:08.960 --> 00:06:16.350

Seynabou Sohail- Comal Heritage 2gen Food Incubator: I'm. Helping those that are in risk and at risk. We are the fourth pillar here at focus voice, which is economic and workforce development.

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00:06:17.810 --> 00:06:36.430

Seynabou Sohail- Comal Heritage 2gen Food Incubator: So what is Kamal? So Kamal is a heritage food business incubator is actually a 2 Gen. Model. So not only do we help the parents, but we also have activities that include their children as well, so that that one drop effect will ripple out throughout their family, and folks don't have to worry about child care

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00:06:36.430 --> 00:06:40.610

Seynabou Sohail- Comal Heritage 2gen Food Incubator: which can be a barrier to, so their children are actually allowed to learn and participate

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00:06:40.900 --> 00:06:51.110

Seynabou Sohail- Comal Heritage 2gen Food Incubator: an incubator for those that Don't know is a place to learn and grow. Your business aspirations or workforce development skills and a safe, respectable, and supportive environment. So that's

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00:06:51.200 --> 00:06:55.930

Seynabou Sohail- Comal Heritage 2gen Food Incubator: some of the attributes that we try to build throughout the program

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Seynabou Sohail- Comal Heritage 2gen Food Incubator: who is come all for. So it's definitely for entrepreneurs that I want to start their own food business in the industry. Those that know how to cook, you know, recipes from their families, their cultures, their homes, you know, recipes that are passed down

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00:07:10.130 --> 00:07:27.050

Seynabou Sohail- Comal Heritage 2gen Food Incubator: as well as we provide. You know, professional training. We do have a unique feature where participants earn while they learn, so we do provide them stipend. So sometimes financial, you know, and finances are a barrier to higher education is starting a food business. We know that could be very pricey. So we do have

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Seynabou Sohail- Comal Heritage 2gen Food Incubator: donations that come through that help provide a livable stipend to support entrepreneurs while they're learning

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Seynabou Sohai- Comal Heritage 2gen Food Incubator: so who can participate? We primarily target, you know, immigrants, refugee women, and of course, other vulnerable high barrier experiencing people in the area, focusing primarily on

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Seynabou Sohai- Comal Heritage 2gen Food Incubator: a Globeville, Alaria, Swansia neighborhood, which is a food desert and a food swap. So they're particularly a vulnerable area, have just gone through justification and other displacement issues going on. So we target that area and then span out from there.

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00:08:02.640 --> 00:08:05.550

Seynabou Sohai- Comal Heritage 2gen Food Incubator: One thing that we are not is a employment.

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00:08:05.730 --> 00:08:24.930

Seynabou Sohai- Comal Heritage 2gen Food Incubator: Sometimes the incubators folks come and they work, and our function is not just education. But people come to our restaurant and our other operations, and they they're there. We want to people to come through, get to the other end, and either have a management position, or have their few business off the ground and running. That's what we really support in that.

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00:08:27.350 --> 00:08:33.830

Seynabou Sohai- Comal Heritage 2gen Food Incubator: So i'll skip past this. But this is just some contractual things that they need in order to join Kamal

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00:08:33.870 --> 00:08:50.180

Seynabou Sohai- Comal Heritage 2gen Food Incubator: in order to receive their stipends. You know our program is fairly long. It is 3 years long, so that's quite the commitment there. So this is some of the things that folks need to consider when they sign up with us, and we work with them throughout the application process to make sure that they're prepared to dedicate that time.

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00:08:52.440 --> 00:08:58.340

Seynabou Sohai- Comal Heritage 2gen Food Incubator: So there's 3 basic aspects of the curriculum and training here at Kamal Heritage. So it covers technical.

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Seynabou Sohai- Comal Heritage 2gen Food Incubator: So that is the kitchen terminologies, workplace, safety kitchen math

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00:09:03.570 --> 00:09:09.770

Seynabou Sohail- Comal Heritage 2gen Food Incubator: recipe development creation that second one is professional. So practicing time management.

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00:09:09.820 --> 00:09:25.870

Seynabou Sohail- Comal Heritage 2gen Food Incubator: kind of shifting your mindset from an employee, employer or employee to you know business owner and an employer. There's a shift sometimes there, developing professional language and communication, you know, knowing how to write those contracts and practicing.

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00:09:25.920 --> 00:09:37.820

Seynabou Sohail- Comal Heritage 2gen Food Incubator: working with customers and things like that. And then the last aspect is business coaching. So we do one on one. We do group. We also connect them to other organizations here in the area.

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00:09:37.970 --> 00:09:50.310

Seynabou Sohail- Comal Heritage 2gen Food Incubator: so they can learn how to connect and network and and grow their their own network. So by the time they leave, they already have a customer base and a support group with them as they launch and keep going and grow bigger.

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00:09:51.890 --> 00:09:58.700

Seynabou Sohail- Comal Heritage 2gen Food Incubator: So this is just a breakdown, a closer look at our curriculum. So we cover, you know, kitchen, porter.

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Seynabou Sohail- Comal Heritage 2gen Food Incubator: line, cook, line, leadership curriculum. We do front of the house. We do kitchen management, and we also pay for and support all the certificates and certifications that they need. So like, sir, say, for example, food, safety certifications. We we cover all those cost as well, so there's no cost to the participant whatsoever.

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00:10:20.260 --> 00:10:27.780

Seynabou Sohail- Comal Heritage 2gen Food Incubator: So as they go through each curriculum over the the 3 years they're with us each module they take a test, and they pass through it.

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Seynabou Sohail- Comal Heritage 2gen Food Incubator: and they get to the end. And when they get to the end their third year they're considered a senior, so they do a senior capstone. So we

give them 2 different options. They can either sell their their product at the farmers market, so they set up their food booth, and they sell, they get to practice how to do customers, and they track all their sales. They get to keep all their revenue.

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Seynabou Sohail- Comal Heritage 2gen Food Incubator: or

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Seynabou Sohail- Comal Heritage 2gen Food Incubator: if they want to do management. We actually give them kamal, the restaurant, and they're the kitchen manager. So they get to dictate some of the scheduling and the ordering and learning about inventory, and they get to run the show for 6 months before they graduate, so they get some of that under their belt.

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00:11:06.260 --> 00:11:14.100

Seynabou Sohail- Comal Heritage 2gen Food Incubator: So once they graduate, we don't. you know. Cut them loose, and they're out there. We we stay with them. So if there's any type of catering or

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00:11:14.160 --> 00:11:23.510

Seynabou Sohail- Comal Heritage 2gen Food Incubator: other connections that we get that, you know. Maybe come all the organization focused on it. Can't do we? Always. We have a list of our graduates, and we refer people over to them

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00:11:23.520 --> 00:11:29.690

Seynabou Sohail- Comal Heritage 2gen Food Incubator: so that they can continue to have that extra support and building their customer base and getting those jobs.

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00:11:29.810 --> 00:11:43.530

Seynabou Sohail- Comal Heritage 2gen Food Incubator: And if there's any other additional trainings, because we're always developing our program and always growing and tweaking, and all that kind of stuff anything new that comes along. We always include them as well, because we know you know, the journey for entrepreneurship can be lonely.

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00:11:43.550 --> 00:11:50.970

Seynabou Sohail- Comal Heritage 2gen Food Incubator: so it's always good to have that community support behind you. So we don't just cut them loose. They always are part of our family once they join us.

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00:11:52.670 --> 00:12:01.230

Seynabou Sohai- Comal Heritage 2gen Food Incubator: so we are relocating. So this is just a few updates for us. So we were in a smaller space that was about 1,400 square feet.

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00:12:01.330 --> 00:12:16.130

Seynabou Sohai- Comal Heritage 2gen Food Incubator: We're going into a bigger one and reopening in July. And so we're going to be doing catering, event, space, rental, commissary that we'll be doing, and all of our participants will be learning how to utilize all those systems and creating. So if someone

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00:12:16.130 --> 00:12:23.760

Seynabou Sohai- Comal Heritage 2gen Food Incubator: wants to be manager of any type of these services, they can do that. If someone needs to learn how commissaries work, our participants learn how to do that as well.

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00:12:23.790 --> 00:12:40.730

Seynabou Sohai- Comal Heritage 2gen Food Incubator: and we represent right now all of our recipes that we have on our menu represents the participants that are currently in there, so it always tweaks every time we have a new court heard come in so currently. Right now we have Mexico, Venezuela, Cuba, and Africa

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00:12:40.730 --> 00:12:43.980

Seynabou Sohai- Comal Heritage 2gen Food Incubator: is represented in our core right now, and it's on our menu.

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Seynabou Sohai- Comal Heritage 2gen Food Incubator: and that is it for me.

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00:12:49.170 --> 00:13:01.630

Katie Ettman (She|Her) SPUR: beautiful? Thank you so much for that overview, and we will pause. We won't. Take questions now. First we'll hear from Amiliana about work over at La Kosina, and then after that we'll open it up to questions. So please take it away.

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00:13:03.650 --> 00:13:12.150

Emiliana Puyana: Awesome, hey, everybody! Thank you so much for having me. I have some slides which I think should be coming up here in a second.

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00:13:15.700 --> 00:13:17.440

Emiliana Puyana: There we go. Perfect.

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00:13:18.680 --> 00:13:31.250

Emiliana Puyana: awesome. All right. Well, thank you. All. My name is Emiliana and I'm the incubator program director at Laco. Tina is a nonprofit that works to cultivate low income, food, entrepreneurs

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Emiliana Puyana: as they formalize and grow their food businesses. We are located in San Francisco, and we do our work by providing folks with access to our affordable commercial kitchen space, access to industry, specific technical assistance, access to market opportunities for opportunities in which to make sales.

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00:13:50.570 --> 00:13:58.540

Emiliana Puyana: and our vision is that entrepreneurs that go through our program can generate financial security by doing what they love to do

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00:13:59.160 --> 00:14:00.900

Emiliana Puyana: Next Slide, please.

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Emiliana Puyana: Lakosina was founded in 2,005 out of grassroots. Economic work that was happening in San Francisco in the eighties and nineties

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Emiliana Puyana: next slide. At that time those grassroots organizations were working with primarily immigrant women, and they were noticing that these women were writing business plans overwhelmingly for food businesses.

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Emiliana Puyana: But they overwhelmingly were not launching these businesses, and when they were asked why they kept citing lack of access to an affordable commercial kitchen space as their biggest barrier to entry

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Emiliana Puyana: next slide, please. So that's how Lakosina began. We opened as a community kitchen in the mission. and we very quickly learned that access to an affordable commercial kitchen space was one

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00:14:54.010 --> 00:14:56.870

Emiliana Puyana: of a host of barriers that need it to be addressed.

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00:14:57.430 --> 00:15:09.970

Emiliana Puyana: If we were really gonna be able to support these super talented women in formalizing businesses that could really compete in what is one of the most competitive culinary landscapes in the country and and and the world

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00:15:10.960 --> 00:15:11.970

Emiliana Puyana: next slide.

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Emiliana Puyana: So what we've seen is that if we can remove, or at least address, some of those barriers, the outputs are can be entirely different. And what you're looking here is that a photo of chef Veronica salesar for food, and her restaurant.

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00:15:30.990 --> 00:15:35.860

Emiliana Puyana: Veronica is one of the first entrepreneurs to ever join our program at Lakosina.

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Emiliana Puyana: and the first Lakosina graduate to open up brick and mortar. Her restaurant is located at Larksbury in Marin, in the bay area. So since 2,005, La Christina has been working to combat

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00:15:50.200 --> 00:15:56.080

Emiliana Puyana: the systematic racial gap that is really perpetuated in this country.

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00:15:56.460 --> 00:16:13.390

Emiliana Puyana: one in which working class women of color and immigrant women are traditionally left out of the workplace, and that really includes the formal food service, industry.

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00:16:13.990 --> 00:16:21.440

Emiliana Puyana: sort of lack of access into into mainstream Job Market has has

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00:16:21.860 --> 00:16:32.750

Emiliana Puyana: sort of made it so that a lot of these women go into informal food. Entrepreneurship as a way to you know, generate income and income patch.

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00:16:32.750 --> 00:16:50.080

Emiliana Puyana: And what we see is that these women can start profitable business at at sort of a micro level, but that the barriers and the risk associated with formalizing those business, those businesses, and the financial social capital required to do so

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00:16:50.080 --> 00:16:55.450

often prohibits them from entering the the mainstream market.

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00:16:56.030 --> 00:17:06.480

Emiliana Puyana: So Lakosina's job is to reduce the barriers to business ownership so that these individuals can generate assets and create wealth.

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00:17:06.550 --> 00:17:19.420

Emiliana Puyana: You know we do this by focusing on community focused business incubation. We try to bring costs down to create high-valued sales and marketing opportunities.

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00:17:19.420 --> 00:17:38.120

Emiliana Puyana: We tried to provide top notch food, business consulting and training broker access to capital. We focus on projects of small business incubation with a business, with a vision to increase inclusivity and the food industry.

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00:17:38.120 --> 00:17:45.600

Emiliana Puyana: and to offer entrepreneurs a more fair chance at business ownership and asset generation.

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00:17:46.460 --> 00:17:49.910

Emiliana Puyana: Oh, sorry. Next slide my apologies.

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00:17:50.070 --> 00:17:52.200

Emiliana Puyana: One more

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00:17:53.590 --> 00:18:04.160

Emiliana Puyana: and one more. Okay, Sorry about that. So here's a little bit about our key programs. So

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Emiliana Puyana: we have our incubator kitchen. So that is sort of how it all started. Our kitchen is located in the heart of the Mission district in San Francisco, and there we have affordable shared

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00:18:20.300 --> 00:18:34.260

Emiliana Puyana: commissary, kitchen, technical assistance, and really are the the full scale of incubator services. We also have our municipal marketplace, which is located in the Tenderloin

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00:18:34.640 --> 00:18:51.680

Emiliana Puyana: in San Francisco that was scheduled to open in the spring of 2020, but was pushed back, and so it opened about a year and a half ago, and then we also have our consulting services next slide, please.

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00:18:52.680 --> 00:19:09.200

Emiliana Puyana: So since 2,005 Lakosina has incubated about a 130 businesses. We've supported about 60 entrepreneurs in reaching economic self sufficiency in the bay area. Our staff has a collective 100 year. 100 years of

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00:19:09.710 --> 00:19:27.700

Emiliana Puyana: put industry, experience, and Lakosina has really become a a sort of best in class kitchen incubator. Our consulting services have been sought from Stockton to Peru and New York.

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00:19:27.700 --> 00:19:45.150

Emiliana Puyana: and we've received many of accolades which we are proud and humbled by. We've had cafes, restaurants, catering companies, and package products come out of our incubator program

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00:19:45.150 --> 00:19:49.860

apologies, my dog Walker, just to arrive to take my dog out to the bark.

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00:19:52.360 --> 00:20:02.490

Emiliana Puyana: and our incubator has supported talented entrepreneurs and launching over 40 brick and mortars around the San Francisco Bay area.

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00:20:02.600 --> 00:20:12.560

Emiliana Puyana: Pre Covid, Lakosina businesses generated 16 million dollars in revenue and created a a 250 jobs annually.

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00:20:12.560 --> 00:20:23.110

Emiliana Puyana: and I venture to say that Lakosina has really changed the face of the food into industry by increasing representation of bypass chefs

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00:20:23.920 --> 00:20:26.130

Emiliana Puyana: next slide, please.

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00:20:26.280 --> 00:20:38.690

Emiliana Puyana: So here's a little look at the make up of our community, and I also think it's important to mention that it's actually the make up of our community is also very much reflected in our staff.

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00:20:38.810 --> 00:20:45.960

Emiliana Puyana: and you know our our work is really all about supporting bypass and immigrant women, entrepreneurs

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00:20:46.240 --> 00:20:55.630

Emiliana Puyana: and starting their businesses. The vast majority of the women that come through our program manage to formalize and launch their businesses with \$5,000 on or less.

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00:20:55.670 --> 00:21:02.570

Emiliana Puyana: and the average time that folks spend in our program is about 5 years. Next slide.

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00:21:04.000 --> 00:21:17.920

Emiliana Puyana: Entrepreneurs at Lakosina have received all sorts of industry awards, and accolades, which I think, really speaks to their talent and skill, and to

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00:21:18.300 --> 00:21:25.480

Emiliana Puyana: the fact that the the critical issue that we should be fighting for is access, because the scale has been there all along.

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00:21:25.610 --> 00:21:28.090

Emiliana Puyana: Next slide, please.

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00:21:29.020 --> 00:21:49.650

Emiliana Puyana: And you know, the underlying assumption of the work that we do is that these entrepreneurs, given the right opportunity to be. The leaders in the industry that we know they can be, can really set about affecting change that builds the sort of cities and the sort of communities that we know can and should exist

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00:21:50.390 --> 00:21:51.840

Emiliana Puyana: next slide.

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00:21:52.330 --> 00:21:55.340

Emiliana Puyana: So you know.

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00:21:55.830 --> 00:22:05.780

Emiliana Puyana: if we, if we take the time to remove these barriers, what we see is that our entrepreneurs

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00:22:06.960 --> 00:22:08.570

Emiliana Puyana: are, you know.

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00:22:09.750 --> 00:22:23.300

Emiliana Puyana: low, low wage workers who have been hustling their whole lives to find, you know, and build better lives for their family, and the restaurants really do become a path for economic freedom.

125

00:22:24.030 --> 00:22:25.580

Emiliana Puyana: Next slide.

126

00:22:28.710 --> 00:22:48.590

Emiliana Puyana: You know, the pandemic has really further cost women, i'm by popped own businesses to close at alarming rates at a time when one in 7 small businesses have closed, lakosina has been able to support 72 businesses and survival during the pandemic.

127

00:22:48.680 --> 00:22:57.060

Emiliana Puyana: We've done this through rent abatement efforts. We've done this through

128

00:22:57.260 --> 00:23:10.330

Emiliana Puyana: relief funds, through grant and loan support, through entrepreneur led trainings through creation of new revenue stream for businesses, and

129

00:23:10.330 --> 00:23:18.960

Emiliana Puyana: through all of these efforts combined we have been able to support our entrepreneurs in recovering to 70 or 100% of lost sales.

130

00:23:19.350 --> 00:23:29.070

Emiliana Puyana: and our incubator, model and community and Covid responses has allowed our businesses to survive and innovate at a critical time.

131

00:23:32.130 --> 00:23:54.630

Emiliana Puyana: Each of Lakosina's entrepreneur is, has has a big identity that impacts more than just themselves. They really create ecosystems and bring about change in their own community. And I think that's important to say, because it can sometimes be so hard to communicate the impact of this work. When we talk about numbers like.

132

00:23:54.640 --> 00:24:00.590

Emiliana Puyana: you know, a 130 businesses over 18 years, but it's the trickle down effect

133

00:24:00.990 --> 00:24:09.990

Emiliana Puyana: of all of the people they employ of the changed, of of the changes that come about to the lives of their children and the children of

134

00:24:10.250 --> 00:24:12.730

Emiliana Puyana: their employees, and so on and so forth.

135

00:24:13.090 --> 00:24:15.450

Emiliana Puyana: Sorry, Nick, next slide.

136

00:24:17.450 --> 00:24:25.240

Emiliana Puyana: and one more so, working together with our network of talented leaders.

137

00:24:26.510 --> 00:24:45.940

Emiliana Puyana: and La Krina has been able to innovate, and our entrepreneurs have been able to really boost her an ecosystem that surrounds them, and they create multiple benefits, and they increase equity and opportunity for bypass, chefs and entrepreneurs to thrive in this industry.

138

00:24:46.860 --> 00:24:48.180

Emiliana Puyana: Next slide.

139

00:24:49.280 --> 00:25:04.530

Emiliana Puyana: So this is our municipal marketplace which we opened. Like, I said, just about a year and a half ago. It is the first All women led Food Hall in the country, and possibly the world

140

00:25:04.740 --> 00:25:07.670

Emiliana Puyana: next slide. Hmm.

141

00:25:08.310 --> 00:25:21.000

Emiliana Puyana: So our municipal marketplace is a place that offers a opportunity for 7 of our businesses to enter the marketplace. It

142

00:25:21.390 --> 00:25:28.190

Emiliana Puyana: is also a place that mimics the community that it inhabits. Next slide.

143

00:25:28.720 --> 00:25:33.020

The municipal marketplace really serves as a backbone for the city.

144

00:25:33.260 --> 00:25:48.630

Emiliana Puyana: The very density of the Tenderloin, which is the most ethnically diverse neighborhood in the city, also speaks to the need for more jobs and opportunity. It's a community space. It has affordable food options.

145

00:25:48.710 --> 00:26:01.730

Emiliana Puyana: It it it's really a a defining and a and a different way for us to approach the work that we've been doing at La Kosina, and one that has been full of joy and challenges.

146

00:26:01.800 --> 00:26:03.470

Emiliana Puyana: Next slide

147

00:26:05.920 --> 00:26:19.440

Emiliana Puyana: time. Magazine cited that the municipal marketplace was a reason to visit San Francisco, and we couldn't agree more with this fact.

148

00:26:19.440 --> 00:26:32.290

Emiliana Puyana: and hope that folks come out to this marketplace, because not only does the marketplace need it, but, more importantly, our city meets it, especially as our downtown is experiencing so much turbulence at this time

149

00:26:32.650 --> 00:26:34.140

next slide.

150

00:26:34.220 --> 00:26:39.680

Emiliana Puyana: And that is really what I have for you all. Thank you so much

151

00:26:42.000 --> 00:26:54.230

Katie Ettman (She|Her) SPUR: amazing. I realized that it doesn't work in a virtual context. But i'm going to give you my like virtual round of applause to our fabulous speakers today. Thank you so much for sharing some of your experiences.

152

00:26:54.230 --> 00:27:08.080

Katie Ettman (She|Her) SPUR: And now, at least, from my perspective, we get to dive into the fun part. So we have all sorts of questions coming through, some of them really tactical, some of them much bigger picture. And so i'm just gonna start rapid fire. I put some of those out there

153

00:27:08.430 --> 00:27:26.140

Katie Ettman (She|Her) SPUR: so sane about one of the things some of our purchase, some of our participants in the Webinar we're interested is how many participants do you generally have at a given time? And I actually feel like Emiliana, You might be able to answer this as well. So you've each talked about sort of like cohorts, so you could describe like.

154

00:27:26.140 --> 00:27:36.340

Katie Ettman (She|Her) SPUR: how many people you work with at one time. And then I know both of you. Talk about that sort of graduation period. But how does that work, and how many people businesses? Are you reaching?

155

00:27:37.490 --> 00:27:40.040

Seynabou Sohail- Comal Heritage 2gen Food Incubator: Yeah, Definitely so funny, Independent.

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00:27:40.220 --> 00:27:47.140

Seynabou Sohail- Comal Heritage 2gen Food Incubator: We have capacity for currently, from 12 to 15 participants or businesses.

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00:27:47.230 --> 00:27:50.420

Seynabou Sohail- Comal Heritage 2gen Food Incubator: I usually say participants, because some of them are business owner.

158

00:27:50.550 --> 00:28:06.990

Seynabou Sohail- Comal Heritage 2gen Food Incubator: Have they have those aspirations or their workforce development. So 12 to 15, and our program is 3 years long. So we do recruit every year, so we could have 12 to 15 first years, 12 to 15 s years and 12 to 1530 years at any given time.

159

00:28:08.220 --> 00:28:09.390

Katie Ettman (She|Her) SPUR: That's a tense.

160

00:28:09.730 --> 00:28:12.230

Katie Ettman (She|Her) SPUR: It is.

161

00:28:12.740 --> 00:28:23.060

Emiliana Puyana: Yeah. So we bring in 3 cohorts a year, and our cohorts are between 3 to 6 businesses per cohort.

162

00:28:23.200 --> 00:28:30.430

Emiliana Puyana: And so at at the moment we have 47 active program participants in our program.

163

00:28:32.120 --> 00:28:46.690

Katie Ettman (She|Her) SPUR: Cool, and then this is a very specific ask: is there any chance? There is a live link immediately on it to that pandemic impact report? And if so, any chance you would either share it with us, the organizers or pop it into the chat. It sounds like people are interested in that one.

164

00:28:47.690 --> 00:28:57.880

Katie Ettman (She|Her) SPUR: you know. I'm not a 100% sure it might be on our website. Let me do a little bit digging. Okay, to the person who asked. If we can find it. We will get it into your inbox.

165

00:28:59.300 --> 00:29:16.720

Katie Ettman (She|Her) SPUR: And then another question from Rebecca in the chat that I think both of you can answer sort of Where did you get the initial funding to launch these programs? And where do you get funding now to run the program? Long term since? Obviously, you're sending out a ton of support. But you have to run yourselves as nonprofits.

166

00:29:18.450 --> 00:29:28.600

Seynabou Sohail- Comal Heritage 2gen Food Incubator: Yeah, for us for the initial funding. There's some funny that came from the city and the State with their support. We also have a strong donor base. So, for example, the Zeppelins

167

00:29:28.610 --> 00:29:47.650

Seynabou Sohail- Comal Heritage 2gen Food Incubator: housed our previous location. They have several restaurants and some phone calls that support the same mission, and and folks that we serve to. So they provide some of those supports, whether it's funding support or incline, support, or like tangible materials, like small wares and equipment, and and things like that, so that helped us

168

00:29:47.650 --> 00:29:50.500

Seynabou Sohail- Comal Heritage 2gen Food Incubator: get started, and has helped us throughout these years

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00:29:50.520 --> 00:29:55.230

Seynabou Sohail- Comal Heritage 2gen Food Incubator: With that a part of it. But our model also

170

00:29:55.400 --> 00:30:00.420

Seynabou Sohail- Comal Heritage 2gen Food Incubator: is set up to where we have an active restaurant that the participants practice out of

171

00:30:00.540 --> 00:30:17.850

Seynabou Sohail- Comal Heritage 2gen Food Incubator: that provides revenue. We offer breakfast and lunch through that restaurant. We also offer catering. We also are planning on renting out our space for like weddings, or some nice park nearby that's attached to our location. So we are expecting revenue from that, as well as a commissary space

172

00:30:17.850 --> 00:30:36.170

Seynabou Sohail- Comal Heritage 2gen Food Incubator: for those in Gs that are looking for affordable space to use for their small business as well as our participants. So we're trying to create a model where that revenue comes back to the program to help uplift it and bring it to that sustainable space as well as hopefully in the future. Additional revenue to support the organization

173

00:30:36.170 --> 00:30:39.950

Seynabou Sohail- Comal Heritage 2gen Food Incubator: that houses us, which is, you know focus points. That's how our model works.

174

00:30:41.840 --> 00:30:48.430

Emiliana Puyana: Yeah, Our Our model is actually quite, quite similar. So, initially, we were funded through

175

00:30:48.920 --> 00:31:07.220

Emiliana Puyana: city state and and some or some other sort of foundation funding. And then over the years Lakosina started to generate quite a bit of its own revenue sort of pre pandemic. We were about 60% self funded

176

00:31:07.220 --> 00:31:15.580

Emiliana Puyana: through different sort of revenue generating opportunities. So we have a large catering arm of La Casino.

177

00:31:15.840 --> 00:31:34.540

Emiliana Puyana: which acts both as a training ground and revenue generation for entrepreneurs, but also for us, as we act as a catering broker, if you will, we host events and things of that nature with pandemic. That's changed, and we're now maybe M. About 75%

178

00:31:34.540 --> 00:31:46.120

Emiliana Puyana: mixture of funding with a remainder coming from from self funded. And then you know, sort of that mixture of funding is coming from all sorts of different places. So

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00:31:46.440 --> 00:31:54.090

Emiliana Puyana: you know, local State Federal funding foundations, high net worth individuals, and so on, and so forth.

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00:31:55.740 --> 00:32:05.830

Katie Ettman (She|Her) SPUR: That's super helpful. I have to say it's someone who doesn't always think about earned revenue. It's so great to hear from you both that that can both support your entrepreneurs as well as the organizations that you work for.

181

00:32:07.440 --> 00:32:11.010

Katie Ettman (She|Her) SPUR: Another thing we've got going on in here

182

00:32:11.330 --> 00:32:26.050

Katie Ettman (She|Her) SPUR: other than having issues of access to commercial kitchen space. What are some of the most common needs, or asks of the entrepreneurs that you work with. You'll provide a lot of services, that one, I think, bubbles to the top a lot. But what else are you helping our entrepreneurs

183

00:32:26.080 --> 00:32:28.250

Katie Ettman (She|Her) SPUR: succeed, and what are they struggling with?

184

00:32:29.590 --> 00:32:39.500

Seynabou Sohail- Comal Heritage 2gen Food Incubator: So for our folks is a lot of business management acumen. So, learning how to set up their financial systems, learning how to do customer service, you know.

185

00:32:39.570 --> 00:32:53.920

Seynabou Sohail- Comal Heritage 2gen Food Incubator: setting up their websites, formalizing their business, getting through all of that, the health permitting, and all those things for their business. Once they come aboard with Kamal, they have to formalize their business if they're on that track, and that workforce development within 90 days.

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00:32:53.930 --> 00:32:57.350

Seynabou Sohail- Comal Heritage 2gen Food Incubator: So that's a huge feat to to get all that stuff done

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00:32:57.360 --> 00:33:05.950

Seynabou Sohail- Comal Heritage 2gen Food Incubator: also with working with the communities that we do sometimes with other outside challenges like, do they have their own paperwork? Can they.

188

00:33:06.060 --> 00:33:14.030

Seynabou Sohai- Comal Heritage 2gen Food Incubator: you know, apply for a certain thing. Some of them are coming from Venezuela, for example, and they just have they come with their their and that's it.

189

00:33:14.060 --> 00:33:29.100

Seynabou Sohai- Comal Heritage 2gen Food Incubator: you know. So also offering them that wrap around service to support their entire family. So sometimes them trying to find stable housing and stable food, and being the you know, food secure for themselves and for their children also helps them be able to focus better

190

00:33:29.250 --> 00:33:46.960

Seynabou Sohai- Comal Heritage 2gen Food Incubator: in the program. In the class similar to how children are. If they miss a meal. It's hard for them to pay attention in class with their teachers. So adult learners are are the same way, and our interviews are the same way. So that's some of the outside stuff that comes up outside of meeting affordable commissary space. It's just that additional support.

191

00:33:50.420 --> 00:34:06.950

Emiliana Puyana: Yeah, I think for us, one of the things we're seeing a lot, and and more so than ever. Post pandemic is really that that tech divide more so than ever. Tech is playing an increasing role in the food industry. And

192

00:34:07.040 --> 00:34:24.639

Emiliana Puyana: you know, being that the vast majority of our entrepreneurs are our immigrant folks, who, who, for whom English is a second language who come with all sorts of different sort of levels of schooling that that is a real sort of

193

00:34:25.110 --> 00:34:28.409

Emiliana Puyana: big hurdle to to jump through.

194

00:34:29.449 --> 00:34:30.020

Yeah.

195

00:34:30.110 --> 00:34:35.489

Katie Ettman (She|Her) SPUR: I'm: Chris, could you dive into that a little more when we think about the tech divide? Is that things like

196

00:34:35.540 --> 00:34:53.260

Katie Ettman (She|Her) SPUR: I need to be able to accept apple pay at the farmers market. Or is that like my back end accounting systems like I was using paper, and I realized I need a much more complex excel system, or is it a combination of all of those? It's a little bit of everything you know.

197

00:34:53.580 --> 00:35:05.240

Emiliana Puyana: It's everything from you know. How do I use Instagram to promote my Farmers' market? To

198

00:35:05.280 --> 00:35:19.140

Emiliana Puyana: How do I, you know, upload my menu into my point of sales system, and make sure that I have it linked to my quick books, so that I can reconcile my books at the end of the month. And so

199

00:35:19.590 --> 00:35:20.800

Emiliana Puyana: you know it.

200

00:35:20.930 --> 00:35:34.880

Emiliana Puyana: It feels like. You know I I've only ever worked in food right, and I feel like when I entered the the food industry. All you needed was a a piece of paper and a pen, actually probably a pencil, not even not even a at Penn.

201

00:35:34.880 --> 00:35:47.950

Emiliana Puyana: And now it's like everything happens with a computer. Everything has been digitized everything from inventory management to order, placing all these things. And so, you know, I think

202

00:35:48.170 --> 00:35:50.550

Emiliana Puyana: it it, it's getting harder and harder.

203

00:35:52.110 --> 00:36:07.750

Seynabou Sohail- Comal Heritage 2gen Food Incubator: Yeah, and I would add to for for our participants. It can even be basic as far as digital literacy, how to use the computer, how to answer your emails, how to access your emails, and even just having equal access to Internet. Not every home actually has that.

204

00:36:07.930 --> 00:36:11.930

Seynabou Sohail- Comal Heritage 2gen Food Incubator: So we also address that, too, and help support them with that.

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00:36:12.440 --> 00:36:15.390

Katie Ettman (She|Her) SPUR: It's amazing to hear about those wrap around services.

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00:36:15.390 --> 00:36:34.850

Katie Ettman (She|Her) SPUR: and I feel like I should have done this earlier. But I should out myself, so I now live in San Francisco, so I've spent lots of time. It's marketplace, and I get Benny's dumplings from the farmers market as often as humanly possible, and prior to living in the bay. I was in Denver, and so I have been lucky enough to also eat at Kamal, and meet with a number of their businesses.

207

00:36:34.850 --> 00:36:42.380

Katie Ettman (She|Her) SPUR: and in both regards they are all so delicious, and I've had so many things that bring me a lot of joy. So this is a personal question.

208

00:36:42.380 --> 00:36:59.100

Katie Ettman (She|Her) SPUR: which is, how can all the people listening to this Webinar support all of these lovely businesses, whether we live in San Francisco or the Bay area or Denver, do you? Is there shipping like? How do we, as people who really care about this work support the work you're doing, but also of your entrepreneurs.

209

00:37:00.310 --> 00:37:18.180

Seynabou Sohail- Comal Heritage 2gen Food Incubator: So for us, if you're here local, just come and visit us, and in in support, and we love to talk to you, and also have you eat our delicious food and stuff like that, but even just following us on Instagram and supporting us that way, and maybe making a donation, if if you can

210

00:37:18.180 --> 00:37:36.910

Seynabou Sohail- Comal Heritage 2gen Food Incubator: with that, but even just having them be able to read the support, like all this is great. You guys are wonderful. They love to hear that support, because, like I mentioned earlier, sometimes entrepreneurship is a a lonely journey, and sometimes for women in particular, it can be lonely. There is other cultural things that you know we're not supposed to do this, and we're not supposed to do that.

211

00:37:36.910 --> 00:37:41.260

Seynabou Sohail- Comal Heritage 2gen Food Incubator: So, hearing that outside support and those words of encouragement or or other ways to

212

00:37:41.380 --> 00:37:49.150

Seynabou Sohail- Comal Heritage 2gen Food Incubator: so be involved with us. If you cannot, you know, travel through. But if you can't travel through, please come, visit us and and have a have a good time with us and eat some food.

213

00:37:50.260 --> 00:38:02.460

Katie Ettman (She|Her) SPUR: and maybe you could trap your Instagram Facebook social media channels in the chat and sorry, Amelia. No, no worries. This is my absolute favorite question. I I think you know.

214

00:38:02.480 --> 00:38:18.940

Emiliana Puyana: since the medium is food, I think we all have 3 opportunities a day to quite literally like boat with our dollar, and put our money where our mouth is, by supporting the sort of businesses that sort of represent the change we want to see in the world, and those are breakfast, lunch, and dinner.

215

00:38:19.040 --> 00:38:21.160

Emiliana Puyana: you know. And so.

216

00:38:21.530 --> 00:38:30.300

Emiliana Puyana: if you're in the bay, our municipal marketplace, you can check out our graduate list and go dine at one of their restaurants.

217

00:38:30.300 --> 00:38:43.290

Emiliana Puyana: If you're not in the bay, and you want to support Lakosina, you can do so by going on our website and ordering one of our gift boxes, we're ordering a cookbook.

218

00:38:43.320 --> 00:38:58.110

Emiliana Puyana: and then you know, I also just think what, wherever you are, you have an opportunity to support individually owned independent restaurants that really need your support. And I just think.

219

00:38:58.340 --> 00:39:01.080

Emiliana Puyana: especially right now, more than ever like

220

00:39:02.210 --> 00:39:21.020

Emiliana Puyana: if you don't need to order from doordash don't order from door to, they take 30% from the restaurant bottom line of 30. They can not afford to lose. They're already not making money, you know. If your company is getting lunch, catering catered and they're ordering it through a catering broker.

221

00:39:21.020 --> 00:39:32.550

Emiliana Puyana: Talk to that office manager tell them to order directly from a business because they need the money, and the catering brokers are taking a super large percentage that the businesses cannot afford to give away.

222

00:39:33.610 --> 00:39:35.640

Katie Ettman (She|Her) SPUR: I love that. Oh, that so much.

223

00:39:35.770 --> 00:39:54.950

Katie Ettman (She|Her) SPUR: Another question we've got in the chat here is about the folks that you serve so Obviously we heard a lot about women. People of color immigrants. Are there other demographics? You focus on this particular question was about seniors, those experiencing age, discrimination, or any other groups that you focus on in your work.

224

00:39:56.570 --> 00:40:08.320

Seynabou Sohail- Comal Heritage 2gen Food Incubator: We do so we primarily target those areas that I mentioned, but that doesn't mean that other folks that I did not mention are not welcome. So we do offer programming for seniors as well as some of our output

225

00:40:08.380 --> 00:40:21.540

Seynabou Sohail- Comal Heritage 2gen Food Incubator: like our restaurant support, and even our sister enterprise, who has Ap. What you can. Farmers market that does senior food boxes because we know they're vulnerable in that area as well. So we do support those folks in that. But if there's someone that is

226

00:40:21.810 --> 00:40:29.140

Seynabou Sohail- Comal Heritage 2gen Food Incubator: from a vulnerable community, or experiencing high barriers, we do welcome all of those groups and support them just the same

227

00:40:31.730 --> 00:40:37.060

Emiliana Puyana: for us to it's really women from communities of color and immigrant communities.

228

00:40:37.840 --> 00:40:40.010

Katie Ettman (She|Her) SPUR: Yeah. Totally understandable.

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00:40:40.020 --> 00:40:55.870

Katie Ettman (She|Her) SPUR: Another question that i'm gonna pull out that ended up in the other side of this is we talked about some of the amazing successful businesses, but I am curious about how you measure success. And then how many of your businesses sort of percentages, wise, end up

230

00:40:56.050 --> 00:41:09.220

Katie Ettman (She|Her) SPUR: with whatever that version of success is. So if that's a brick and mortar about? What is the percentage? Or if it's not a brick and mortar, it's finding out. You actually don't want to run a food business like if that's a measure of success, understanding how you handle that as organizations.

231

00:41:10.120 --> 00:41:21.750

Seynabou Sohail- Comal Heritage 2gen Food Incubator: Yeah, that is, that is the same way for us. So I don't really know off the top of my head. What the percentage of unsuccessful because of the way we measure success is just as you mentioned

232

00:41:21.750 --> 00:41:37.670

Seynabou Sohail- Comal Heritage 2gen Food Incubator: it. Their goal could be a brick and mortar. Their goal could be a food truck their goal could be. I I want to cater, and I want this to be something that I do on the side where I maintain also a full time job and keep those health benefits. So whenever they're successful, they're successful as ours.

233

00:41:37.670 --> 00:41:56.270

Seynabou Sohail- Comal Heritage 2gen Food Incubator: and sometimes that might be like they're gonna come in, and they're like, you know what this is really not for me. We rather them know that. And they usually find that out really quickly when they come into the program, and if that means they don't waste resources or money, or invest in a lot of equipment. Or you know the permits are sometimes really expensive.

234

00:41:56.270 --> 00:42:02.650

Seynabou Sohail- Comal Heritage 2gen Food Incubator: If that means they can use that money for other things that they are. Actually, they want to embark on that success, too.

235

00:42:05.100 --> 00:42:17.790

Emiliana Puyana: Yeah. So at at La Kosina we work with folks who are looking to make out of their business their sole source of income. We understand that it's gonna take probably a couple of years for that full transition to happen.

236

00:42:18.060 --> 00:42:37.610

Emiliana Puyana: And we're really patient and working with them with entrepreneurs, so that you know their business can really meet their financial needs when they when they do transition. But but that's that's the End goal. And so you know, we define a business success as an entrepreneur, gaining operational self sufficiency

237

00:42:37.610 --> 00:42:39.420

and financial stability.

238

00:42:39.940 --> 00:42:44.770

Emiliana Puyana: and in terms of success rates, I would say

239

00:42:45.180 --> 00:42:59.860

Emiliana Puyana: about 70 of the entrepreneurs that come through our program graduate, and you know those who launched brick and mortars tend to stay open. I think you know we've had over the years

240

00:43:02.920 --> 00:43:07.140

Emiliana Puyana: 2 brick and mortar restaurants close.

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00:43:07.200 --> 00:43:24.330

Emiliana Puyana: which is a pretty low percentage. The caviar to those numbers is that a lot of our entrepreneurs, their restaurants are still really young right, the the the restaurant industry is notoriously difficult. The vast majority of restaurants fail in the first 5 years.

242

00:43:24.820 --> 00:43:41.780

Emiliana Puyana: and then a a significant number of those that that make it past 5 years, then fail in year 10. You know we just have some restaurants that are starting to hit that 10 year, mark. So I would say, all signs point to really wonderful. But like we're still young.

243

00:43:43.980 --> 00:43:55.420

Katie Ettman (She|Her) SPUR: I think that makes a lot of sense, and I think that those different, varying and sort of interesting levels of what is successful in conversations. Recently I've heard someone talk about. We would rather them sort of

244

00:43:55.420 --> 00:44:08.460

Katie Ettman (She|Her) SPUR: succeed by failing by identifying this is not the right fit for them in a safe environment like the ones that you provide. Then to have them go. Lay out a lot of money in a commercial kitchen, and then not be successful. So I really appreciate that.

245

00:44:08.460 --> 00:44:22.550

Emiliana Puyana: I love to say that i'm like Lakosina's biggest failure because I started a business in La Casino that I ran for 3 years and close. But now i'm here, you know, and it's everything I learned from operating that business that allows for me to do this job.

246

00:44:23.060 --> 00:44:24.350

Emiliana Puyana: you know, some

247

00:44:24.430 --> 00:44:30.150

Emiliana Puyana: like almost 12 years after the fact. So pretty big, pretty, big failure, spectacular failure.

248

00:44:31.640 --> 00:44:51.000

Katie Ettman (She|Her) SPUR: I love the perspective. It it all works out in the end. And I think this one is maybe just for a milliona, because it's a little specific to California, and if this is outside of your scope, totally fine, but a couple of people have brought up the California homemade food Act as well as the oh, let me get my correct

249

00:44:51.000 --> 00:44:52.060

Katie Ettman (She|Her) SPUR: acronym.

250

00:44:52.140 --> 00:44:54.350

Katie Ettman (She|Her) SPUR: Oh, it's it's Run away!

251

00:44:54.700 --> 00:45:00.730

Katie Ettman (She|Her) SPUR: It's called like Meko Micro Enterprise, Miko. Thank you

252

00:45:00.920 --> 00:45:05.400

Katie Ettman (She|Her) SPUR: lovely. See you already both better at this and me. And so for my understanding. These are sort of

253

00:45:05.520 --> 00:45:23.660

Katie Ettman (She|Her) SPUR: programs to support, like in home businesses, and like your ability to stay outside of the home. And curious how that has affected what you do is incubators. If you think there's a lot of successes to be taken from that. What are your thoughts and feelings about those programs, and since you obviously understand them better than me, a basic description might be lovely as well.

254

00:45:24.370 --> 00:45:30.620

Emiliana Puyana: Yeah, I think They're good programs. I think they're not

255

00:45:31.410 --> 00:45:32.230

Emiliana Puyana: there.

256

00:45:32.430 --> 00:45:45.910

Emiliana Puyana: Not perfect, I mean, I guess nothing is really, you know, I think a micro enterprise has a lot of potential, I think, to be a really great program. You know it difference from what we do at La Christina, because

257

00:45:46.350 --> 00:46:01.670

Emiliana Puyana: the caps on, say on sales of food are such that it really is still income patching. You can't sell enough food to really earn your living fully through running a micro enterprise out of the kitchen of your home.

258

00:46:01.670 --> 00:46:20.400

Emiliana Puyana: But it is a a very, very good option to have. The difficulty with the program is that each county gets to implemented as they see fit, and very few counties have implemented it at all. So it's like Elevator County.

259

00:46:20.400 --> 00:46:30.920

Emiliana Puyana: Yeah. Alameda County, San Mateo County, and a couple of other counties in Southern California, and and that's sort of it. And so, you know.

260

00:46:31.210 --> 00:46:32.440

Emiliana Puyana: I I think

261

00:46:32.510 --> 00:46:46.510

Emiliana Puyana: once it's fully realized, I think it's going to be really wonderful. I think it's going to be additive to people's financial security, and I think it's going to do wonders for like

262

00:46:47.020 --> 00:47:03.250

Emiliana Puyana: a rich like culinary diversity in California, but but I think until different counties actually roll it out. It it's a little bit of lip service, and and I i'm. I'm excited for it to to see it fully realized. I don't know.

263

00:47:05.210 --> 00:47:10.010

Katie Ettman (She|Her) SPUR: And yeah, something similar sort of in the Colorado Denver context.

264

00:47:10.120 --> 00:47:22.230

Seynabou Sohail- Comal Heritage 2gen Food Incubator: Yeah, we don't have any legal laws, but we there are somewhat more lenient as far as cottage food, so Miko is somewhat of an expansion on cottage food, so conscious food is being able to

265

00:47:22.440 --> 00:47:30.660

Seynabou Sohail- Comal Heritage 2gen Food Incubator: have a business that has, like non potentially hazardous items that you can, like. Bakers, for example, can make out of their home, whereas Miko allows you to.

266

00:47:30.680 --> 00:47:43.160

Seynabou Sohail- Comal Heritage 2gen Food Incubator: You know. People sell meal plates and things like that of their homes, you know, sometimes already under the radar. So this law was meant to support folks, and being able to do that. But as a Milian I mentioned, every county has to opt in, so

267

00:47:43.210 --> 00:47:59.690

Seynabou Sohail- Comal Heritage 2gen Food Incubator: there's another incubator that I work with, which is alchemist and out of Sacramento. Sacramento has not opted into that, but it does help support those that Don't have access to commercial kitchens, or can afford that being able to still start their business on a small scale at home. But again.

268

00:47:59.690 --> 00:48:10.600

Seynabou Sohail- Comal Heritage 2gen Food Incubator: there's a lot of advocacy that still needed in order to make that. And right now, like a newly also mentioned this kind of a lot of lip service. It sounds great. A lot of counties have stepped into that

269

00:48:10.630 --> 00:48:17.880

Seynabou Sohai- Comal Heritage 2gen Food Incubator: and has become pioneers and blazed that trail, and hopefully there the rest of California will catch up and and give it a go.

270

00:48:17.970 --> 00:48:20.990

Seynabou Sohai- Comal Heritage 2gen Food Incubator: I mean done right it it. I think it's a great opportunity.

271

00:48:21.660 --> 00:48:22.240

Okay?

272

00:48:22.970 --> 00:48:38.940

Katie Ettman (She|Her) SPUR: And then we have a question from Genevieve. So Amiliana, when consulting with other organizations across California and the United States. What would you say? Are some of the greatest commonalities? What are organizations trying to accomplish? And why are they looking to lock us in?

273

00:48:39.300 --> 00:48:44.850

Seynabou Sohai- Comal Heritage 2gen Food Incubator: Sort of what does that side of it? The house look like a little different than the standard in, because they are the best.

274

00:48:46.860 --> 00:49:00.220

Emiliana Puyana: Yeah, you know. I think people look to La Csina because we've been around for a long time, you know. I think we're one of the oldest kitchen incubators.

275

00:49:00.290 --> 00:49:02.510

Emiliana Puyana: I think

276

00:49:03.120 --> 00:49:18.180

Emiliana Puyana: I i'm super flattered that you know, to hear that we're the best, and in in some respects I think that what we do is really wonderful. I think what makes us really unique is that we really led the community that we're in, and the place that we inhabit lead the work that we do.

277

00:49:18.590 --> 00:49:25.600

Emiliana Puyana: And I think that's what we bring to our consulting. So we share

278

00:49:25.610 --> 00:49:45.080

Emiliana Puyana: fully what we're doing, and then say, but you are in the position of knowledge and power, so take from what we do what you believe to be right for your community. The communities that you're serving, Whatever you doesn't, you don't think is going to fit. Throw that right out the window.

279

00:49:45.080 --> 00:50:10.440

Emiliana Puyana: and then, like, make it better make it yours, you know. Make it fit that the area you're gonna be in, or that you're serving. and that's been really really cool to see. And I think you know people are doing it. And you know, when when I've had the opportunity to to talk to other incubators about what they're doing, and how they've taken what we do and and turn it into their own.

280

00:50:10.440 --> 00:50:21.630

Emiliana Puyana: I then see that, and i'm like, how can can we do that? Can we do that, you know, because people are doing really amazing things. And and to me. That's that's the magic, you know it's how can we share it with one another?

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00:50:21.630 --> 00:50:33.190

Emiliana Puyana: How can we really create an ecosystem so that we are providing services that are benefiting the communities that that really have historically been marginalized and left out of the conversation.

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00:50:34.560 --> 00:50:45.950

Seynabou Sohail- Comal Heritage 2gen Food Incubator: I appreciate that, and I just want to add that the food incubator industry, you know there's not enough of us. There's not enough commercial kitchen, so the ability to share tips and best practices is.

283

00:50:45.980 --> 00:50:54.060

Seynabou Sohail- Comal Heritage 2gen Food Incubator: it's always great, and and I love La Casino. I like, I said I. I also work for alchemists, which is out of Sacramento, and they they really open their doors

284

00:50:54.070 --> 00:51:02.730

Seynabou Sohail- Comal Heritage 2gen Food Incubator: and shared their systems, and gave us probably more tours than they had time to give us with that, and you know, and with that it builds better

285

00:51:02.750 --> 00:51:17.030

Seynabou Sohail- Comal Heritage 2gen Food Incubator: programming that spans to Sacramento as well as some of the knowledge that I've learned during my tours, and working with them that I utilize here. You know, in Colorado. So it just expands. And there's room, You know. Small businesses need a lot of support, and

286

00:51:17.060 --> 00:51:20.130

Seynabou Sohail- Comal Heritage 2gen Food Incubator: the more there's room for everyone with that.

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00:51:21.030 --> 00:51:24.620

Katie Ettman (She|Her) SPUR: Yeah, that's actually the perfect transition to another question we have in the chat.

288

00:51:24.690 --> 00:51:44.130

Katie Ettman (She|Her) SPUR: Is there enough available space, commercial kitchen, and otherwise available to meet the demand for entrepreneurs. And if you, each of you individually had more state space, would there be businesses to fill it? Are there other areas you anticipate expanding into. So I love this like. Does it even exist? And what would you do if you had more of it?

289

00:51:45.820 --> 00:51:51.380

Seynabou Sohail- Comal Heritage 2gen Food Incubator: Probably Just add even more of it. I mean the commercial kitchen space is very, I mean every

290

00:51:51.600 --> 00:51:59.570

Seynabou Sohail- Comal Heritage 2gen Food Incubator: business that is use utilizing potentially hazardous foods. That is not a brick and mortar needs a commissary attached to it

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00:51:59.610 --> 00:52:09.110

Seynabou Sohail- Comal Heritage 2gen Food Incubator: that is, trailers, food, trucks, caterers, You know the the sky is the limit as far as the categories that need that, and there's just not enough of it.

292

00:52:09.120 --> 00:52:13.810

Seynabou Sohail- Comal Heritage 2gen Food Incubator: And within that category there's a subcategory. There's not enough affordable

293

00:52:14.010 --> 00:52:27.730

Seynabou Sohail- Comal Heritage 2gen Food Incubator: promissary kitchens that are in commercial features that are available for the community that that needs that support. So it's never a problem for us of filling it. This is a problem of maxing out capacity, and how fast and

294

00:52:27.790 --> 00:52:32.940

Seynabou Sohail- Comal Heritage 2gen Food Incubator: you know. And where can we expand from there? And do we have the internal staffing capacity to

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00:52:33.060 --> 00:52:37.360

Seynabou Sohail- Comal Heritage 2gen Food Incubator: to support that as well? It's something that we're always having conversations around.

296

00:52:39.140 --> 00:53:03.190

Emiliana Puyana: Yeah, absolutely. I mean, there's there's such a need for space. I mean, we see it, you know, at a lack of seen on false. When we see it at the marketplace. and you know especially lately with everything that's happening in San Francisco. It's a little maddening. We see that we have so many entrepreneurs that are ready have been ready to graduate out of our shared commercial kitchen spaces into their own break and mortars.

297

00:53:03.670 --> 00:53:22.450

Emiliana Puyana: The commercial vacancies in San Francisco are are through the roof. There's so many vacant commercial real estate. Real estate spaces available. Landlords have just not cut up to the reality of the economy. They keep trying to rent these spots at at

298

00:53:22.450 --> 00:53:26.460

Emiliana Puyana: outrageous for outrageous rents, and

299

00:53:26.620 --> 00:53:40.630

Emiliana Puyana: you know it's. It's really tough. But my my hope is that we can continue to advocate, and we can come to the table and really work closely with the city and county of San Francisco

300

00:53:40.640 --> 00:53:52.960

Emiliana Puyana: to to try to change that, because there's there's too many spaces going fully, you know. under utilized in our city, and there's too many people who who need them to to make a living.

301

00:53:54.070 --> 00:54:05.270

Katie Ettman (She|Her) SPUR: Appreciate that. And this leads to another question from the chat. Do you know, if either your organizations have led or locally in your area, there's been any advocacy for faith-based groups that have

302

00:54:05.270 --> 00:54:18.150

Katie Ettman (She|Her) SPUR: kitchen space or other entities to ramp up their commercial kitchen use for commissary purposes to add to those available, maybe more affordable opportunities. Is there any advocacy in that space that you're aware of?

303

00:54:18.770 --> 00:54:29.790

Seynabou Sohail- Comal Heritage 2gen Food Incubator: We do a little bit on our own to foster some of those relationships. So some of our bigger churches that we know they have that space. We, either, you know, have conversations with them, or we actually refer.

304

00:54:29.820 --> 00:54:47.660

Seynabou Sohail- Comal Heritage 2gen Food Incubator: Some of our graduates are soon to be graduates to those spaces, and they kind of work out. But sometimes, you know, they have a kitchen that's used, but maybe they can only support one or 2 businesses. So we try to, you know. Keep that list going, and keep those conversations going with the face faith-based leaders to make sure that you know. Hey.

305

00:54:47.660 --> 00:54:58.900

Seynabou Sohail- Comal Heritage 2gen Food Incubator: you know so and so that has like this catering. Can you use your space? And usually when when that relationship does happen and they're able to use it, it is at a discounted, wonderful price for them, sometimes a \$100 a month.

306

00:54:59.000 --> 00:55:07.150

Seynabou Sohail- Comal Heritage 2gen Food Incubator: which is outstanding. So when we can make that happen, we we try to do that. We we've been trying to grow that relationship and that that that resource

307

00:55:09.390 --> 00:55:11.800

Emiliana Puyana: wonderful. Yeah, we

308

00:55:12.700 --> 00:55:29.600

Emiliana Puyana: we haven't done too much of that. I I know that it's a valuable resource, and many, many folks do use. You know, kitchens at churches and what not in the area. But we Haven't worked too closely with with or to to secure those as locations

309

00:55:30.250 --> 00:55:44.210

Katie Ettman (She|Her) SPUR: not totally understandable, and I think I get to sneak in one last question before we close out for the day for both of you, and so like 3 min here, so minute and a half each to speak a little bit to. If you want to break up. Maybe one of

310

00:55:44.240 --> 00:55:57.000

Katie Ettman (She|Her) SPUR: the challenges that you see, but maybe actually one of the things that you're most proud of are the sort of the success and sort of your model so like what makes it difficult and what makes it amazing to do the work that you do with these entrepreneurs?

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00:55:58.280 --> 00:56:15.980

Seynabou Sohail- Comal Heritage 2gen Food Incubator: Yeah. So i'll start with difficult first and and on a positive note so difficult as a organization would be funding, you know, making sure that our programming is sustainable also making sure that our curriculum that we have, because it is education and and incubator kind of merged together, that is relevant, that is, competitive with the industry

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00:56:15.980 --> 00:56:30.020

Seynabou Sohail- Comal Heritage 2gen Food Incubator: as well as meeting some of the support markers that our participants need, which is language support. Maybe some of them haven't gone higher in education or Haven't had access to education. We've had some folks come through to have like made it through sixth grade.

313

00:56:30.040 --> 00:56:47.210

Seynabou Sohail- Comal Heritage 2gen Food Incubator: and then they had to move, and and things happen. And so, making sure that we're relatable, and that we have those supports built in and just trying to reach that sustainable, so that we have that revenue to keep the the program going. Sometimes it's wearing multiple hats. So it is a kind of a strain on the staff.

314

00:56:47.260 --> 00:57:02.030

Seynabou Sohail- Comal Heritage 2gen Food Incubator: but we have a dedicated staff to have a lot of dedication and passion for it. So, just trying to balance all of that sometimes can be a challenge and helping participants through it with all their other issues and obligations and work that they have to go through as well

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00:57:02.110 --> 00:57:05.250

Seynabou Sohail- Comal Heritage 2gen Food Incubator: on the positive end, is watching them go through the journey.

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00:57:05.260 --> 00:57:18.330

Seynabou Sohail- Comal Heritage 2gen Food Incubator: and being honored for them to allow us to be a part of their journey, whether it's coming from a different country to be here and getting established and then watching them after they graduate. I mean one of our participants. She had 3 caters in one day.

317

00:57:18.330 --> 00:57:26.480

Seynabou Sohail- Comal Heritage 2gen Food Incubator: and it's a mom and daughter. She she doesn't have any other staff, but she has a lunch counter now, and a catering on the side.

318

00:57:26.480 --> 00:57:46.290

Seynabou Sohail- Comal Heritage 2gen Food Incubator: another one of our participants. She just was like a rock. If she did catering if she got a food truck, and now she has a brick and border, and so she's like oh, I can't make it to such a such event. I'm going to Keater for the weekend in Texas. So it's wonderful to see them do that, and also wonderful to see, because we do the 2 Gen. Model watching their kids learn.

319

00:57:46.290 --> 00:57:59.070

Seynabou Sohail- Comal Heritage 2gen Food Incubator: And now their kids are a part of the family business, and they're part of the legacy and building that generational wealth is. Is it's a really rewarding thing to see? And i'm so glad that they allow us to be a part of their their lives and their personal lives, and

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00:57:59.160 --> 00:58:06.070

Seynabou Sohail- Comal Heritage 2gen Food Incubator: and we hold each other's babies, while we're cooking and things like that. So it's a really great great experience.

321

00:58:08.970 --> 00:58:13.520

Emiliana Puyana: Yeah, let's see. I mean, I think, challenges. I,

322

00:58:14.110 --> 00:58:32.420

Emiliana Puyana: you know, I think, still coming out of Covid feels like a really real thing. The vast majority of La Casino businesses lost a 100% of their business overnight and bringing those sales back, though they're coming back, you know. They're 70% of the way there for some folks close to 100% of the way there.

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00:58:33.150 --> 00:58:36.550

Emiliana Puyana: It still feels different. You know

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00:58:37.890 --> 00:58:52.160

Emiliana Puyana: it is particularly for those folks who do not have a brick and mortar the day to day of how business operated Pre pandemic is is not back, and so figuring that out has been really difficult.

325

00:58:52.160 --> 00:58:58.480

Emiliana Puyana: All that against the backdrop of the huge labor shortages that the San Francisco Bay area has

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00:58:58.640 --> 00:59:15.890

Emiliana Puyana: in the food sector. So it's sort of like. One day you'll take a step forward and you have the business, and you're like, Wow, i'm doing it. And then the next day you're like, but I can't find the staff to get it all done, and so you sort of just can't catch a break.

327

00:59:16.190 --> 00:59:27.900

Emiliana Puyana: And so that's been really really hard. And and I think on top of that, the fact that you know I feel like before Covid, we really had a playbook that we could go back to, and and they were

328

00:59:28.220 --> 00:59:40.020

Emiliana Puyana: sort of tried and tested solutions, and and now it's a little bit more up in the air, you know, so that that makes it a little bit harder. But what you know, I think

329

00:59:41.580 --> 00:59:44.380

Emiliana Puyana: I think what gets me excited is just that

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00:59:46.180 --> 00:59:50.350

Emiliana Puyana: folks are doing it. You know. The proof is in the pudding, like

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00:59:51.450 --> 00:59:57.750

Emiliana Puyana: the women of La Kosina are going out there, and they're redefining. What owning a food business can mean.

332

00:59:58.030 --> 01:00:10.770

Emiliana Puyana: and what it can look like. And they're doing it in a way that is supporting themselves, their family, the communities that they inhabit.

333

01:00:11.290 --> 01:00:19.300

Emiliana Puyana: and they're doing it in a way that is really transformative. And so to me that's that's it, you know, when I can.

334

01:00:19.480 --> 01:00:36.630

Emiliana Puyana: you know, go to Rosa wearing in ceremony when she's getting her citizenship. Or when I can go to somebody's like daughter's college graduation, and that's the first person in the family to graduate from college. You know

335

01:00:36.890 --> 01:00:45.420

Emiliana Puyana: those are the moments when I'm like. Wow, okay, this means something. You know. I've been working with this person for the last 7 years. I met this kid when they were.

336

01:00:45.900 --> 01:01:00.010

Emiliana Puyana: you know, 13 years old, and now you know they're They're getting a job at Genetic and and Co. Running over at 4, 45, so that they can sit in on the meeting with their mom to to help their mom, you know, with

337

01:01:00.010 --> 01:01:07.420

Emiliana Puyana: redoing, her website, or whatever it is. You know those are the moments when you're like this work matters. This is

338

01:01:07.660 --> 01:01:11.160

Emiliana Puyana: this is what the future of this industry needs to look like

339

01:01:12.400 --> 01:01:13.490

Katie Ettman (She|Her) SPUR: amazing.

340

01:01:13.600 --> 01:01:29.220

Katie Ettman (She|Her) SPUR: I just say I love that you both did, and not yet positive. No, I know we're a couple of minutes over. But I just want to thank our panelists oh, so much. I really want to uplift that sort of multi generational change that's possible when we invest in women, and particularly women of color and immigrants. It

341

01:01:29.220 --> 01:01:40.200

Katie Ettman (She|Her) SPUR: changes our world, and it can certainly change the food system and y'all proof in the pudding organizations who are standing up and doing this every single day on the front line, so I cannot thank you enough for taking the time to chat with us.

342

01:01:40.200 --> 01:02:05.000

Katie Ettman (She|Her) SPUR: and to all of our participants. Thank you for sticking in here pretty much. Everyone stayed on for our 3 min late. I know that's not always easy. There will be a follow up in the next couple of days with the recording and links; and if there are any additional questions that we're nitty gritty, we didn't get to feel free to reach out to me an email, and we'll try to get those answers for you. And now have a lovely Tuesday afternoon, and we will hopefully see you all in a spur event in the future.