



NEW YORK STATE SENATOR

Daniel L. Squadron

Senator Squadron Announces Robert LaValva's Appointment to NYS Council on Food Policy

DANIEL L. SQUADRON November 17, 2011

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NEW YORK – Today, State Senator Daniel Squadron announced that New Amsterdam Market President Robert LaValva has been appointed to the New York State Council on Food Policy. Senator Squadron asked the Senate Minority Leader to officially recommend Mr. LaValva to the Governor for the appointment.

Mr. LaValva founded the New Amsterdam Market in Lower Manhattan, creating a flourishing center for sustainable regional and seasonal food that is open to all New Yorkers. The Market and Mr. LaValva have led efforts to redevelop the East River Market District and the South Street Seaport, helping to revive Lower Manhattan's economy.

"Robert's leadership has made sustainable, local food accessible to countless New Yorkers while playing a critical role in the redevelopment of Lower Manhattan," said Senator Squadron. "I was thrilled to support Robert's appointment to the Council on Food Policy – he'll be an invaluable asset as New York works toward a food system that serves our health, our environment and our economy."

“I am honored to have been appointed by Governor Cuomo to the New York State Council on Food Policy,” said Robert LaValva. “It will be a privilege to work with the Council's esteemed members, all of whom have a deep understanding of agriculture, nutrition, and food systems. The Council's collective knowledge of these important issues is of great interest to New York City residents, businesses, and institutions. One of my primary tasks will be to promote the Council and its mission to the followers of New Amsterdam Market. The market's mission is to help rebuild a regional food system by incubating entrepreneurs such as purveyors, producers, wholesalers, distributors, and other small businesses that will generate economic development while creating a thriving new food culture in the East River Market District in Lower Manhattan, at the site and in the buildings occupied by the Fulton Fish Market until 2005. I especially thank New York State Senator Daniel Squadron for recommending me to this appointment.”

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