



NEW YORK STATE SENATOR

Andrew J. Lanza

## Senator Lanza Encourages New Yorkers to Use "Pride of New York" Website to Find Local Food and Beverage Products

ANDREW J LANZA November 21, 2013

Senator Andrew Lanza today encouraged New Yorkers to take advantage of the state's revamped "Pride of New York" website, located at [www.prideofny.com](http://www.prideofny.com), to search for the best in locally grown and produced New York State food and beverage products this upcoming holiday season.

"Whether you're looking for a bakery on Staten Island or a winery in the North Country, the 'Pride of New York' website offers an extensive collection of New York's finest local producers to help complete your holiday season," said Senator Lanza. "Buying food and beverages that are grown and produced right here in New York is an important way to support local vendors as well as the State's agricultural industries. I encourage every New Yorker to use this valuable resource as they prepare for the upcoming holidays and taste the very best that New York has to offer."

"Pride of New York" is the state's branding program for the promotion of New York food, beverage and agricultural products. It is an important component of Governor Cuomo's Taste NY initiative, which is dedicated to bringing to New Yorkers the best products grown and made in the state. In October of this year, Governor Cuomo unveiled the "Pride of New York" Pledge, a new initiative that encourages restaurants and chefs across the state to increase their use of New York products by 10 percent or more.

The newly-redesigned "Pride of New York" website allows people to conduct specific searches of databases from the New York State Department of Agriculture and Markets in a user friendly format. Searchers first choose from among the main categories, such as Agritourism, Baked Goods, Dairy, Nursery/Plants, and Seafood. They can then choose the type of business they're looking for, whether it's a retail outlet, a restaurant, a farm, a manufacturer, or several other classifications. They then give their zip code and choose how far they're willing to travel. There is an additional option for those who would like directions to the location.

The website also features a map and list showing various search results, which include addresses and contact information of each establishment. There are more than 3,000 members of the “Pride of New York” program listed in this database along with numerous other agribusinesses.

In addition to helping consumers find New York food, the “Pride of New York Program” assists farmers and food and beverage processors in promoting their products by using the Pride of New York emblem. To find out more about the “Pride of New York” program, call 1-800-554-4501 or visit [www.prideofny.com](http://www.prideofny.com). To join the “Pride of New York” program, visit: <https://www.prideofny.com/PONY/pdfs/PrideGenApp.pdf>

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