



NEW YORK STATE SENATOR

Susan Serino

## Serino Advocates for Local Farmers

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### **SERINO ADVOCATES FOR LOCAL FARMERS**

#### *Bill to Create ‘Grown in New York’ Campaign Passes Senate*

ALBANY—Senator Sue Serino (R, C, I—Hyde Park) announced today that she has successfully advocated for local farmers by pushing for the creation of the ‘Grown in New York’ Campaign.

“My district is home to a vibrant farming community, the contributions of which are invaluable and I feel we have a responsibility to promote those local farms whenever we have the opportunity,” said Senator Serino. “This bill will go a long way in bolstering our local agricultural industry and in providing our local communities with the farm fresh food we need to stay healthy and active.”

Today, the Senate passed a bill ([S. 519A](#)) co-sponsored by Senator Serino, that would create a "Grown in New York" program campaign to increase awareness and consumption of locally grown and produced foods and products, and to increase the production and improve the distribution of foods and related products for local consumption.

“As a small business owner, I understand the value in capitalizing on demand,” said Senator Serino.

With all the hype surrounding the buy local movement, this commonsense legislation will allow our local farmers to capitalize on that and spread the word about their goods. It’s good for the farmers and producers and it’s good for the consumers who will now have access to the information they need to buy local.”

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