



## NEW YORK STATE SENATE

More than ever, today's consumers want to buy and eat healthy—and that means buying local, quality and fresh products grown by New York farmers. The Senate's "Grown in New York" plan helps answer consumers' demands for healthier, fresh and local food, supports local farmers in their efforts to provide quality, fresh food, and strengthens rural communities.

Supporting family farmers ensures a brighter future for New York's most important industry.

### ***FAST FACTS...***

- ④ New York is home to more than 36,000 family farms
- ④ Total farm sales in 2014 exceeded \$5.7 billion—a record
- ④ Farmers and their employees total more than 100,000
- ④ NY ag includes "branch offices" in every one of the state's 62 counties



## Better branding

New Yorkers know we are a breed apart, and our farmers work harder to churn out the best quality products anywhere. New York isn't only where we live and work, it's a powerful brand that tells the world who we are and what we do.

The Senate plan includes funding to create a new "Grown in New York" marketing brand to identify NY-grown and farm-made products that contain at least 75 percent local ingredients. California's "CA GROWN" program, on which the Senate plan is modeled, is credited with increasing brand awareness and boosting sales and exports each year.

"Grown in New York" would give consumers confidence of knowing that they are buying local products, supporting family farms and small businesses and making sure more of their purchasing power stays in the community.

*Grown in New York branding initiative \$1 million*

## Building markets

### **"Farm-to-Market"**

Growing and producing food is hard work. But the challenge of finding ways to move products from the farm and onto the tables of hungry consumers can be even more daunting. "Grown in New York" helps farmers expand into new markets by lowering costs for transporting goods to market, exempting farmers from NYS Thruway tolls and creating up to five local transportation cooperatives where farmers can arrange to move their products to New York City and other major population areas of the state.

*Grown in New York transportation coops \$1.75 million*

*NYS Thruway farm product toll rebates \$250,000*

### **“Farm-to-school”**

New York’s schools serve millions of lunches each day, and “Grown in New York” seeks to increase options for locally produced, healthy food choices by providing an additional financial incentive to encourage schools to choose more ingredients from local farms.

*Farm-to-school local option incentives \$2.5 million*

### **“Farm-to-seniors”**

Research shows that only about one-third of seniors living alone on limited income are using their food dollars to purchase farm-fresh food and produce that’s key to good nutrition and a healthy lifestyle. The USDA’s Senior Farmers Market Nutrition program provides vouchers for locally grown fruits and vegetables to income-eligible seniors, and “Grown in New York” includes state matching funds to expand that program to reach more consumers in every part of the state.

*Farm-to-seniors nutrition aid \$1.8 million*

### **“Farms without borders”**

As world economies grow, people of all nations are looking to eat more—and eat better. And while ag exports represent 23 percent of all farm sales in New York, the state still ranks 30<sup>th</sup> in the US for agriculture exports, leaving plenty of room to grow. “Grown in New York” supports the statewide expansion of Cornell’s successful “Harvest NY” program, which provides hands-on and commodities-based expertise to assist family farmers, with an emphasis on identifying new export opportunities, as well as growing New York’s meat industry.

*Statewide expansion of Harvest NY \$1 million*

## Power to Grow

Controlling energy costs on the farm is one of the keys to successful ag operators, especially for dairy farmers. With ample acreage and a virtually unlimited supply of farm-based fuel sources—from sunlight to biomass to manure—farmers are uniquely positioned to answer America’s energy challenge, reduce dependence on foreign sources and contribute to the shift toward cleaner, greener energy supply. “Grown in New York” would direct additional clean energy resources to farm-based projects, including the installation of solar and construction of new digesters.

*NYSERDA grants to farm-based clean energy projects \$5 million*

## Supporting Growing Farms

The State Senate has been a leader in reversing budget cuts and increasing funding for important agriculture and commodity-based research, marketing and education programs, totaling \$21 million over the past four years. “Grown in New York” continues to support funding for these vital programs.

In addition, “Grown in New York” supports long-overdue upgrades to Cornell’s world-leading Geneva Experiment Station, where applied research is solving problems ranging from plant disease to improved agriculture practices, increasing yields and ensuring farm success.

*Renewed budget funding for agriculture \$10 million  
Geneva Experiment Station upgrades \$10 million*

# Future Farmers

The Senate’s “Grown in New York” plan includes a new commitment to the Young Farmers initiative, a groundbreaking Senate Republican plan to encourage more young people to pursue careers in agriculture, and help meet growing demand for the next generation of farm families.

## **Expand Young Farmers**

Existing “Young Farmer” programs are continued, with increased funding levels to meet growing interest, including expanding the “Young Farmer Student Loan Forgiveness Program to also include agriculture educators, in addition to farm operators, and removing an arbitrary acreage cap on Beginning Farmer Innovation Grant program.

*Young Farmers Student Loan Forgiveness \$1 million  
Beginning Farmer Innovation Grants \$1 million*

## **NYS “Farm Bank”**

New York currently owns tens of thousands of acres of unused property and buildings that could serve as incubators for aspiring ag professionals, farmers and producers. In addition, retiring farmers need a way to more easily connect with those who might be interested in pursuing a career in farming, but are not yet ready to make the significant investment needed to buy their own farm. “Grown in New York” supports creation of a Farm Bank to link new farmers with these public and private owners to create better opportunities for new farmers.

*Grown in New York Farm Bank \$1 million*

## **Transitioning Farm businesses**

Effective business planning is key to every farmer’s success, and transitioning a farm business to a young farmer can pose special challenges. “Grown in New York” provides funding to create a new Farm Business Transition program, operated through Cornell’s FarmNet to assist the smooth transfer of up to 75 farm businesses each year to new ownership.

*FarmNet Farm Business Transition \$200,000*

### **NYOneStop**

With more than 20 state and federal agencies overseeing various aspects of farming, a new farmer could easily get lost in a maze of bureaucracies before even planting his first crop. “Grown in New York” would create the first comprehensive program to help farmers navigate regulations and find information about programs and services that can help their businesses grow.

*Cornell NYOneStop program \$450,000*

### **Young Farmer Revolving Loans**

The need for start-up capital for land and basic farm equipment can be a major stumbling block to new farmers, and “Grown in New York” seeks to help with creation of a revolving loan fund to eligible beginning farmers.

*Grown in New York Beginning Farmer Revolving Loan Fund \$1 million*

### **Grown in New York Farmer Apprentice Program**

In addition to the Young Farmer program’s college loan forgiveness program, Senate Republicans and the “Grown in New York” plan provide significant support for school-based agriculture education, including FFA and BOCES-based agricultural science education. Additionally, the plan also includes matching grant funding for farmers to provide on-the-job training to aspiring farmers, under the close supervision of local Cooperative Extension experts.

*Expanded school-based agriculture programs \$700,000  
Cornell Cooperating Farm Apprentice Matching Grants \$300,000*