



# GROW *new york*

**Enhancing the economic vitality of New York's food and agriculture industry**

# ENVIRONMENTAL STEWARDSHIP

## WHO:

Farm operators

## 5 TIERS OF AEM:

1. Document good practices.
2. Identify areas of concern.
3. Develop farm plan.
4. Implement farm plan.
5. Evaluate effectiveness.

## WEB SITE:

<http://www.nys-soilandwater.org>



New York's Agricultural Environmental Management (AEM) program serves as a national model of how a proactive, voluntary, incentive-based approach can successfully result in protecting and enhancing the State's soil and water resources, while meeting the economic needs of New York's diverse agricultural industry. The AEM partnership of local, state and federal agencies, environmental groups, private sector businesses and farmers, provides technical, educational and financial assistance to develop and implement conservation plans to address issues such as pesticide use and nutrient management. This program will fund up to 87.5 percent of the total cost of eligible projects.

AEM offers large and small farms a solution for complying with regulatory requirements, while advancing water quality objectives and meeting business goals on the farm. Using AEM's five-tiered process, farmers work with a team of local AEM resource professionals to develop and implement effective and profitable farm plans. The five tiers include:

- ★ Tier I - survey current activities, future plans and potential environmental concerns
- ★ Tier II - document current environmental stewardship and identify and prioritize areas of concern
- ★ Tier III - develop a conservation plan addressing areas of concern, tailored toward the goals for the individual farm
- ★ Tier IV - implement the plan, utilizing available financial, technical and educational assistance
- ★ Tier V - perform evaluations to ensure the protection of the environment and farm viability

## New York State Department of Agriculture and Markets

1 Winners Circle, Albany, NY 12235 1-800-554-4501 <http://www.agmkt.state.ny.us>



# QUALITY ASSURANCE

## WHO:

Farm operators

## PRODUCE QUALITY:

- Third-party certification services for the produce industry
- More info: call 518-457-4492

## EGG QUALITY:

- Voluntary program to minimize *Salmonella enteritidis* in shell eggs
- More info: call 518-457-3502

## CATTLE HEALTH:

- Disease prevention program that develops farm-specific herd health plans
- Website: <http://nyschap.vet.cornell.edu>
- More info: call 518-457-3502

New York leads the way with programs to assist production agriculture in maintaining the utmost level of quality through voluntary, incentive-based initiatives.

### ★ PRODUCE QUALITY ASSURANCE PROGRAM

The Produce Quality Assurance Program (PQAP) provides third party verification services for growers, packers, shippers and receivers. Developed to minimize the potential for microbiological contamination of New York State produce and to ensure continued quality, PQAP certification verifies that products sold are produced and/or packed under the safest means practicable.

### ★ EGG QUALITY ASSURANCE PROGRAM

The New York State Egg Quality Assurance Program (NYSEQAP) is a voluntary program that helps egg producers implement recommended best management practices to minimize *Salmonella enteritidis* (SE) contamination of shell eggs. Currently, over eighty percent of the commercial shell eggs produced in New York State come from NYSEQAP certified farms.

### ★ CATTLE HEALTH ASSURANCE PROGRAM

The New York State Cattle Health Assurance Program (NYSCHAP) is an integrated disease prevention program that utilizes a team of advisors to develop a farm-specific herd health plan. The objective is to increase herd health, while assuring food safety and promoting environmental stewardship. The cooperative approach to NYSCHAP involves participation from the producer, herd veterinarian, nutritionist, and consultants.

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# PRIDE OF NEW YORK

## WHO:

Producers, processors, packers and retailers of New York food and agricultural products

## OBJECTIVE:

Enhance consumer demand and increase sales for New York State grown and produced products

## PRODUCT QUALIFICATION:

- Products must be either grown or processed in New York State, and
- Meet program standards

## RETAILER QUALIFICATION:

- Willing to commit space and promotional resources to *Pride of New York* products

## MORE INFO:

Call the Pride of New York Program at the Department at 518-457-7229 or visit the Department's website

Surveys show that consumers are more likely to buy a local product if it is comparable in price and quality to an imported product. In response to the food industry and consumer demand, the Department of Agriculture and Markets has developed a promotional program that identifies and encourages the sale of New York State food and agricultural products. That program is entitled Pride of New York.

The Pride of New York Program assists food producers and retailers by promoting the sale of New York produced food and food products. The program does so by providing marketing materials and assistance, and by conducting promotional activities which highlight New York State's many exceptional products.

Regardless of the size of your business or promotional budget, Pride of New York is a cost-effective way to give your product and business a competitive edge. Participation in the Pride of New York Program will

- ★ help customers more easily identify products produced in New York State;
- ★ help retain existing customers who value local and New York State products; and
- ★ help ensure product quality to New York consumers.

Currently, Pride of New York is recognized on a long list of products that are either produced or manufactured in New York State. They include:

Dairy Products	Maple Syrup
Fruits & Vegetables	Beef, Poultry & Meats
Christmas Trees	Wines
Jams, Jellies & Relishes	Baked Goods & Candies

Supporting local businesses improves the economy for all New Yorkers. We invite you to assist us in our efforts to promote New York State food and agriculture by joining the Pride of New York Program today.



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# MARKET ENHANCEMENT

## **WHO:**

Agricultural producers and food manufacturers

## **WHAT:**

Marketing assistance on the local, state, national and international levels

## **SERVICES AVAILABLE:**

### Direct:

- Farmers' Market Nutrition Program
- Farm Fresh Guide
- Farmers' Market Grant

### Domestic:

- State & National Trade Shows

### International:

- Market research
- Liaison with USDA Foreign Agricultural Service
- International market development funds
- International representation

## **MORE INFO:**

Call the Department at 518-457-7076 for additional information and promotional materials. Browse the Farm Fresh Guide on the Department's website.

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Marketing has recently gained increased attention in the food and agriculture industries. The Department of Agriculture and Markets administers numerous programs, organizes activities and provides services, which assist the industry in expanding existing markets and developing new ones on various marketing levels.

### ★ **DIRECT MARKETING**

The Farmers' Market Nutrition Program provides checks to low income, nutritionally at-risk families enrolled in the Women, Infants, and Children (WIC) and Senior Meal Programs, which are redeemable for fresh produce at more than 200 participating farmers' markets statewide. The Department also publishes the "Farm Fresh Guide," a bi-annual directory available in print and on the web, that lists and describes farm stands, u-pick operations and other direct marketing outlets throughout the state.

### ★ **DOMESTIC MARKETING**

To assist New York food and agriculture producers in obtaining national representation for their products, the Department is extremely active in participating in and/or providing New York pavilions at numerous trade shows and other promotional events throughout the country.

### ★ **INTERNATIONAL MARKETING**

In the international marketplace, the Department provides buyers with information about sourcing products from New York State. The Department also disseminates trade leads to New York companies, conducts market research and development activities, and fosters communication between industry and USDA's Foreign Agricultural Service.

Through the Market Access Program (MAP) Branded Program, the Department is also able to secure matching funds for international market development and promotion. New York companies receive approximately \$1.25 million in funds annually to advertise and promote their products around the world.

New York companies are also represented in generic international marketing activities such as trade shows, in-store promotions and trade missions in the following regions of the world.



# BUSINESS DEVELOPMENT

## WHO:

Agricultural producers/businesses in New York State

## OBJECTIVE:

- Provide technical assistance and regulatory guidance, streamlining agricultural business development
- Communicate with both the public and private sectors

## RELATIONSHIPS WITH:

Empire State Development Corp.  
Local Agricultural Development Specialists  
NY Agri-Development Corp.  
NYS Dept. of Environmental Conservation  
NYS Dept. of Health  
NYS Dept. of Transportation  
NYS Energy Research and Development Authority  
NYS Office of Parks & Recreation  
NYS Public Service Commission  
NYS Tax and Finance  
USDA Rural Development  
USDA Farm Service Agency  
US Small Business Administration

## MORE INFO:

Call the Department at 518-457-7076

Have you developed a business plan or marketing strategy for your existing business? Are you looking to expand your business or seeking to access new and improved technologies? Would you like to make your business more efficient and competitive?

If so, we can help! The New York State Department of Agriculture and Markets now provides assistance to help agricultural producers and food processors locate public and private funding for business development or expansions. In addition to other services described in this folder, we also offer business development, expansion and diversification assistance by:

- ★ Evaluating laws, rules, and regulations to determine industry impact and to assure implementation in a manner that does not place unnecessary hardship on agriculture producers or food processors;
- ★ Helping individual businesses to overcome obstacles during the permitting process;
- ★ Assisting with implementing cost saving procedures while maintaining regulatory compliance and economic viability;
- ★ Providing an information exchange process between the agricultural and food processing industry and regulatory agencies;
- ★ Offering guidance in addressing technical questions;
- ★ Aiding with business plan development and review; and
- ★ Serving as a comprehensive, one-stop-shop for agricultural business development.

The Department works closely with a number of state and local agencies and organizations to provide comprehensive information and assistance. Through these partnerships, the Department provides important connections to other valuable programs and resources.

Our expansive contacts throughout state government and the agricultural industry will not only provide you with technical assistance, but will help you overcome bureaucratic obstacles that you may encounter.

Let us help! Contact the New York State Department of Agriculture and Markets today with your ideas for improving the agriculture and food industries.



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# WORKFORCE DEVELOPMENT

## WHO:

Agricultural workers and employers

## WORKFORCE TRAINING:

- 30-40 hours of training; half in class and half “hands-on”
- Many courses offered in Spanish

## CHILD DEVELOPMENT:

- Available for children of farmworkers
- Includes health and dental care for children
- Meals and transportation provided
- Age appropriate activities
- Follows Head Start guidelines

## MORE INFO:

- For the AWCP Program, contact your local Cooperative Extension Office or the Department.
- For ABCD Day Care, contact the NYS Federation of Growers’ and Processors’ Association at 518-346-6447 or the Department.

Help Wanted.

These are two words that many businesses are becoming all too familiar with. For years now, the Department of Agriculture and Markets has been working to help farmers find an adequate and skilled workforce by providing professional training and day care for your current and future employees. Take a closer look at these two programs. They may be the answer you have been looking for.

## ★ AGRICULTURAL WORKFORCE TRAINING

The New York State Agricultural Workforce Certification Program (AWCP) has increased the number and improved the skills of agricultural workers in New York State by providing training and employment placement to individuals seeking specialized commodity based farm employment. Since 1992, AWCP has graduated more than 4,000 men and women with a placement rate exceeding 90 percent.

An AWCP program usually takes place on a college campus or Cooperative Extension office, and is between 30 and 40 hours in length, with half classroom training and half job shadowing, or “hands on” training. New curricula are constantly being developed. If your community has a workforce development need in the production agriculture or food processing areas, contact the Department to discuss arranging a new course. Here are some of the current course offerings, many of which are offered in Spanish.

Dairy Manager	Herdsperson	Milker
Crop Manager	Nursery Specialist	Sheep Shearer
Landscape Technician	Equine Specialist	Equipment Repairer

AWCP graduates are in demand, so put your request in early or explore the possibility of starting a training program in your area, if one does not already exist.

## ★ AGRIBUSINESS CHILD DEVELOPMENT & DAY CARE

The New York State Agribusiness Child Development Program (ABCD) serves children of farm workers across the state. The program currently serves between 1,500 and 1,800 children per year in 11 licensed child care centers and 25 to 30 licensed day care homes from which the ABCD purchases services. New sites are being added to help serve more children in more areas of New York State.

Children from six weeks of age to six years are eligible for the services provided by ABCD. Comprehensive child development services, including health and dental care, meals, transportation, and age appropriate educational and physical activities are provided to each child, including services for children with disabilities. The program utilizes Head Start guidelines, which require extensive parental involvement.



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# FUNDING OPPORTUNITIES

## WHO:

Farmers, agribusinesses, food processors and research institutions

## GRANT FACTS:

- Most grants require a cost-share that can include cash or in-kind services
- Could fund up to 75% of your project, depending on individual grant

## APPLICATION PROCESS:

1. The Department will issue funding availability, usually through a Request for Proposals (RFP), announcing the application requirements, criteria and deadlines.
2. Interested parties can obtain a copy of the RFP by contacting the Department via telephone or website.
3. Complete and return application by deadline specified on the RFP.
4. If appropriate, applications are scored and competitively ranked.

## MORE INFO:

Call the Department at 518-457-2713 or visit the Department's website at [www.agmkt.state.ny.us](http://www.agmkt.state.ny.us)

We have the resources that could address your needs for capital improvements, market feasibility, new product development, farm market enhancement, or assist with the purchase of development rights on farmland. The Department of Agriculture and Markets has numerous funding opportunities that help individual businesses and the agricultural industry become stronger and more profitable. So, take a look at what we have and see which ones fit you and your business.

### ★ AGRICULTURAL RESEARCH AND DEVELOPMENT GRANTS

To keep pace with global marketplace competition, this grant offers funding for projects which promise positive economic results, such as new product development; alternative production, processing, distribution, and marketing technologies; the introduction of new technologies; and organizational approaches that further develop the industry.

### ★ FARMLAND VIABILITY GRANTS

Designed to help maintain farmland as a working landscape, this program funds the development of farm viability plans and the implementation of projects which contribute to farm profitability and sound environmental management. Grant funds may be used by a county to implement a portion of its agricultural and farmland protection plan or may be used by an individual farm to develop or implement a business management plan.

### ★ FARMERS' MARKET DEVELOPMENT GRANTS

To encourage the creation of new farmers' markets or the improvement of existing ones, this grant may be used to assist in the construction, reconstruction, expansion, rehabilitation or physical improvement of a market, including assistance for engineering or architectural designs.

### ★ ENTERPRISE PROGRAM

Provides gap financing funds for agricultural business development/expansion or for construction of publicly owned facilities/infrastructure which are necessary to accommodate production agriculture or agribusiness development.

### ★ NON-POINT SOURCE ABATEMENT & CONTROL GRANTS

Helps farmers protect New York's lakes, streams and rivers from agricultural runoff by awarding Soil and Water Conservation Districts funding to correct and prevent water pollution from farms through the development of water quality assessments, runoff buffers and waste management systems.

### ★ FARMLAND PROTECTION GRANTS

To help put a stop to the conversion of farmland into irreversible commercial and residential properties, this program helps protect farmland by awarding grants to towns and counties for developing farmland protection plans and for the purchase of farm conservation easements or development rights.



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