



New York Farm Bureau
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MEMORANDUM OF SUPPORT

Senate Bill 4265 (Senator Griffo)/Assembly Bill 5964 (Assemblyman Magee)

AN ACT TO AMEND THE AGRICULTURE AND MARKETS LAW, IN RELATION TO THE SALE OF ICE CREAM OR OTHER FROZEN DESSERTS MADE WITH WINE

Date: 3/3/2017

New York Farm Bureau, the state's largest farm advocacy organization, requests your support for this important legislation. If enacted, this bill would permit the manufacture and sale of ice cream made with wine in packages of less than one pint. Current law does not allow ice cream made with wine to be sold in container sizes of less than one pint.

New York continues to see new and creative value-added agricultural products which contribute to farm income and the state economy. Ice cream made with wine is one such product and has seen an increase in its popularity since legislation was passed in 2008, allowing for its sale. Currently, ice cream made with wine can contain no more than five per centum of alcohol by volume, prohibits its sale to persons under twenty-one, requires product labeling and warning statements, and must be sold in sizes of at least one pint.

Due to its increase in demand and popularity, there is a need to sell "wine ice cream" in sizes less than one pint. This would allow the wine ice cream to be utilized in small servings for events like weddings, recreational tours, and other marketing events. New York Farm Bureau believes that this legislation will help to expand opportunities for farms to add value to their businesses and increase marketing avenues for their products.

For these reasons, your support of this legislation is respectfully requested.