



New York Farm Bureau
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MEMORANDUM OF SUPPORT

Senate Bill 1333 (Senator Comrie)/ Assembly Bill 4051 (Assemblyman Magee)

AN ACT TO AMEND THE AGRICULTURE AND MARKETS LAW AND THE ECONOMIC DEVELOPMENT LAW, IN RELATION TO ANNUAL AWARDS RECOGNIZING CERTAIN NEW YORK FARMS, BUSINESSES AND INSTITUTIONS

Date: 2/10/2017

New York Farm Bureau, the state's largest general farm advocacy organization, respectfully requests your support of this legislation. If enacted this bill would create an agriculture and food awards program honoring farms, businesses, and institutions that product high quality foods and beverages.

Agriculture is one of New York's most important industries. Annually, agriculture contributes \$6.36 billion to the economy and provides for 197,745 jobs. New York farmers, food processors and craft beverage producers are proud to produce high quality foods and beverages and these businesses are often recognized on the national and international level. It is only fitting that these enterprises be recognized by New York State. Awards would be given for superior fruits, milk, cheeses, craft beverages, and specialty meats, just to name a few. In addition, those companies that go above and beyond to promote and market New York products could receive the awards as well. Not only will these awards honor businesses that strive to make a great product but it will also encourage consumers to shop New York products.

For these reasons, New York Farm Bureau requests your support of this legislation.