



New York Farm Bureau

Kyle Wallach, Associate

Director of Public Policy

P.518.436.8495

kwallach@nyfb.org

MEMORANDUM OF SUPPORT

Assembly Bill 3760 (Assemblymember Stirpe)

**AN ACT TO AMEND THE EMPIRE STATE DEVELOPMENT CORPORATION TO
DEVELOP A PUBLIC AWARENESS CAMPAIGN PROMOTING BUSINESSES
LOCATED IN NEW YORK STATE**

Date: 3/3/2025

New York Farm Bureau, the state's largest agricultural advocacy organization, would like to express its support for this legislation. This legislation would require Empire State Development Corporation to establish a public awareness campaign promoting businesses located within New York State, while also encouraging purchases be made from such businesses.

This online searchable platform would be a beneficial way for consumers to connect directly to farms and farm products. This would also provide consumers with useful information including a directory that would offer detailed information about products and services. It can be overwhelming to find local businesses that carry products someone is looking to purchase, and this could be a great tool to make the process streamlined. This would be a helpful tool for both consumers looking to purchase from local businesses and businesses looking to purchase products from other local businesses. We have seen an increase in demand for locally produced products and believe this would be a valuable tool to assist those looking to buy and support local businesses. Purchasing locally is a great way to boost New York State's economy and show off all of the great products being produced here.

For these reasons, the New York Farm Bureau respectfully requests your support for this legislation.