



**New York Farm Bureau**

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## **MEMORANDUM OF SUPPORT**

**Senate Bill 6765 (Senator Skoufis) / Assembly Bill 9107 (Assemblymember Stirpe)**

**AN ACT TO AMEND THE ALCOHOLIC BEVERAGE CONTROL LAW, IN RELATION TO ESTABLISHING A BRAND OWNERS LICENSE**

**Date: 3/25/2024**

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The New York Farm Bureau, the state's largest agricultural advocacy organization, would like to strongly express our support for this legislation. This legislation would establish a brand owners license. The establishment of a brand owners license would allow license holders to contract with a licensed manufacturer in New York State to produce craft beverages. The license holder would also be able to work with a licensed wholesaler to sell and deliver the product.

This legislation would expand opportunities for alcoholic beverage producers across the state. These producers would be able to formally participate in contract manufacturing. Having brand owners or co-packers are common in many food and beverage industries. This legislation would take what is already standard practice out of the gray area of law and make it officially an accepted business practice. This would lead to more production in New York and therefore benefitting our agricultural industry.

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