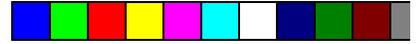


*New York State Department of*  
**AGRICULTURE & MARKETS**

*2000 Annual Report*

*Governor George E. Pataki*  
*Commissioner Nathan L. Rudgers*



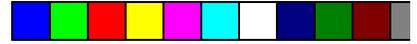


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## *Dear Friends of Agriculture,*

New York State's agriculture industry is essential to the prosperity of our upstate communities and to the preservation of our rural landscapes. The field of agriculture is one of the most rewarding professions to work in, but it can also be one of the most challenging. That is why we are dedicated to improving the business climate for agriculture in the Empire State.

Helping farmers maintain economically viable operations and protecting consumers against potential fraud and illness remain two of our most important goals. In order to meet these objectives, the New York State Department of Agriculture and Markets has made it a priority to implement steps to ensure agricultural economic development, environmental stewardship and food safety across the State. Through the numerous programs featured in this annual report, you will see just how we are ac-

complishing these goals. Two such examples are the competitive grants available through the *Grow New York Program* — new this year to farmers — and the *Agricultural Environmental Management Program* — signed into law

in September — both of which are helping farmers meet state and federal regulations regarding water quality.

We appreciate the support you have given throughout 2000 and will continue to strive to make agriculture in New York State a viable, healthy and profitable industry that benefits farmers and consumers alike.

Best wishes for continued success.



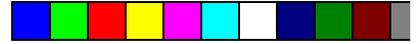
*Governor Pataki stands at the podium along with state legislators to his right and Commissioner Rudgers and a Suffolk County farmer to his left as he expresses his support for user-friendly programs that will enhance the economic viability of agriculture in New York State.*

Very truly yours,

George E. Pataki  
Governor

Nathan L. Rudgers  
Commissioner





# ECONOMIC DEVELOPMENT

## FOOD TRADE SHOWS

The Department maintained an ambitious trade show schedule in 2000, sponsoring New York pavilions in five major show venues. A total of 105 companies took advantage of this excellent market development opportunity and showcased their New York produced and processed food and agricultural products to domestic and international buyers at the

- Food Marketing Institute Exposition in Chicago,
- Fancy Food Show in New York City,
- Produce Marketing Association Show in Anaheim, CA,
- Kosherfest in Secaucus, New Jersey, and
- National Restaurant Association Show in Chicago.



*The entrance to the Department pavilion at the Food Marketing Institute Exposition in Chicago. In 2000, the Department brought 19 New York food companies, featuring New York apples, cheese, beverages and much more.*

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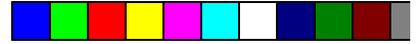
## DAIRY PROMOTION ORDER

In 2000, New York dairy farmers spent more than \$11.9 million to promote the sale of milk and dairy products. Dairy promotion activities are financed by an assessment of \$0.10 per hundredweight of milk marketed by New York dairy farmers. In addition, \$0.05 per hundredweight of milk marketed is contributed to the National Dairy Promotion Program. Funds are spent for media advertising, nutrition education, publicity, supporting services, national program support and for research at Cornell University designed to improve milk and dairy product quality, develop new dairy products and to evaluate the effectiveness of the Dairy Promotion Program.

## FARM WORKER CHILD CARE

The Agri-Business Child Development (ABCD) Program delivers day care and early childhood development services to the children of individuals employed in the production or processing of New York State food and agricultural products. In 2000, ABCD served about 1,500 children in 10 centers and 25 day care homes, making it the seventh largest day care program nationally. The services provided help to attract parents who are vitally needed as workers and to improve the health and educational development of the children enrolled.





The state's generic New York food and agricultural product promotional program, Pride of New York, was revitalized during 2000. This program, traditionally geared towards direct farm marketers, was given new goals and direction that will enable the Pride of New York program to better promote New York State products and increase demand and sale in the retail marketplace over the next year.

### WORKFORCE TRAINING

The Agricultural Workforce Certification Program provides classroom and on-the-job training to both new and experienced workers in various agricultural disciplines. In 2000, the program offered 25 courses of instruction in 22 locations statewide. A total of 749 individuals received training in dairy herd management, landscaping, and other agricultural specialties. Of this number, 287 were new to agriculture and nearly 85 percent of those new to the industry became employed following training completion.

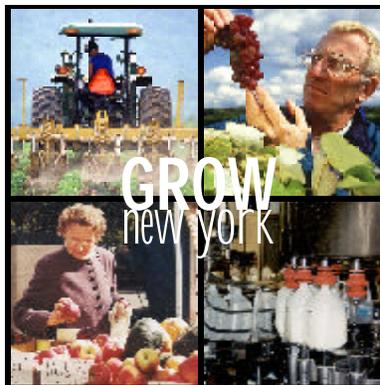
### FARMERS' MARKET NUTRITION PROGRAM

Hundreds of New York farmers who direct market their products continue to benefit from this "win-win" program, as do thousands of low income, nutritionally at risk customers. In 2000, 734 farmers sold locally grown fresh fruits and vegetables to participants in the Women, Infants and Children (WIC) Program and to low income seniors at 220 farmers' markets located statewide. These farmers redeemed \$2,772,226 in Farmers' Market Nutrition Program checks, which the Department issued to 321,000 WIC participants and 7,000 seniors. No other state in the nation served more recipients under this program than New York.

## GROW NEW YORK

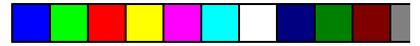
Grow New York is a multi-faceted program that assists the economic development efforts of New York's agricultural production, processing and marketing industries. This initiative complements, customizes and contributes to existing economic development through technical, economic and marketing assistance, regulatory guidance, applied research, and numerous programs that are featured throughout this report. Also included in Grow New York are three competitive grant programs:

- **Agricultural Research & Development** – assists in economic development, feasibility analysis and project research aimed at addressing agricultural needs and opportunities.
- **Farmland Viability** – helps improve profitability, efficiency, farm income and sound environmental management for New York farms.
- **Farmers' Markets** – funds physical improvements to farmers' markets, such as construction, expansion, signage, rehabilitation and site acquisition.



*Enhancing the economic vitality of agriculture in New York State*

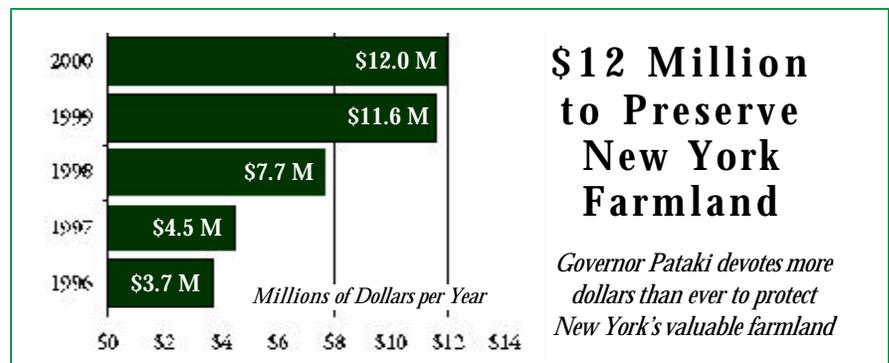




# ENVIRONMENTAL STEWARDSHIP

## RIGHT TO FARM

Section 305-a of the Agriculture and Markets Law constrains local governments from enacting or administering laws, rules, regulations, ordinances, or plans which would unreasonably restrict a farm operation located in an agricultural district, unless it can be demonstrated that the farm operation poses a direct threat to public health and safety. This section has proven to be a powerful ally for farmers who are facing land use controls which threaten to restrict farm practices and structures. In the year 2000, 21 formal reviews of local ordinances and several informal reviews where farmers and local officials sought guidance from the Department were conducted. Using its authority under section 305-a, the Department was able to satisfactorily resolve six manure storage/management cases, six zoning issues, five cases involving farm structures, and one case each involving composting, fencing, greenhouses and animal control.



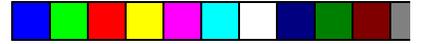
## FARMLAND PROTECTION

Local action to preserve farmland flourished in 2000 as state-funding increased dramatically. The Department awarded \$11.6 million to 15 municipalities for the purchase of development rights or conservation easements on farm operations, which were facing significant conversion pressures. This represented an increase of about 50 percent over funds awarded the year prior and allowed more acres to be protected and more municipalities to participate than ever before. A total of \$27 million has been awarded since the program's inception in 1996.

## ADVISORY COUNCIL

The Advisory Council on Agriculture, appointed by the Governor, provides recommendations and performs a number of legally mandated functions relating to the Agricultural Districts Law. During 2000, the Advisory Council reviewed and commented on all Notice of Intent filings, which are intended to help avoid adverse agricultural effects associated with certain types of publicly funded actions. The Advisory Council also commented on all sound agricultural practice opinions and provided recommendations on funds to be awarded for the purchase of farmland development rights.





## AGRICULTURAL ENVIRONMENTAL MANAGEMENT

On August 24, 2000, Governor George E. Pataki signed into law legislation creating the Agricultural Environmental Management (AEM) Program. AEM addresses agricultural nonpoint source water quality issues. The program specifically helps to document farmer stewardship, maintain viability of the farm enterprise, assist farmers in complying with regulations and coordinate federal funding to meet state water quality objectives. AEM ac-

tivities throughout the state have mushroomed with 55 counties participating in AEM, involving over 6,000 farms. New to the program this year are: a process for certifying private sector consultants to develop farm specific management plans; tools to help assess program participation and effectiveness; and an outreach strategy that has resulted in the development of materials and activities including establishment of the AEM website.



*“AEM benefits farmers, their workers and their neighbors, as well as our water supply. Not only are the new methods safer and better for the environment, some of them even pay for themselves.”*

*— Chris Kelly, Manager of Palmer Vineyards, Suffolk County*

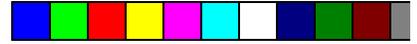
## SOIL & WATER CONSERVATION COMMITTEE

The New York State Soil and Water Conservation Committee establishes policy to guide and assist county Soil and Water Conservation Districts' programs, which are funded by state and county appropriations, \$32.8 million in total. The committee also works jointly with the Department of Environmental Conservation and Agriculture and Markets in effectively protecting New York's waters from nonpoint sources of pollution and advising other agencies on matters relating to soil and water conservation.

## NONPOINT SOURCE GRANTS

Round VII of the Agricultural Nonpoint Source Abatement & Control Grant Program was completed with funding provided by the Environmental Protection Fund and the Clean Water/Clean Air Bond Act. Forty-eight projects totaling \$4,810,480 in state funding from the Environmental Protection Fund and nine projects totaling \$1,822,104 in state funding from the Bond Act were selected. Soil and Water Conservation Districts have two years to complete the projects, which include agricultural waste management systems, streambank stabilization, nutrient management and Agricultural Environmental Management (AEM) assessment and planning.





## ASIAN LONGHORNED BEETLE

Since the discovery of the Asian Longhorned Beetle in Brooklyn in 1996, the Department has cooperatively conducted a program of survey, detection and eradication. The potential for severe economic, social, and environmental impacts if this wood-boring pest becomes widespread in the United States is considered to be high. The Department has 22 horticultural inspectors to facilitate survey and detection with plans to enhance these activities through the use of tree climbers and bucket trucks. To date, more than 5,000 infested trees have been identified, cut, chipped and incinerated.

*This insect kills trees! The Asian Longhorned Beetle is an exotic pest that is infecting many kinds of trees, such as maple, elm, poplar, ash, birch and willow, in and around New York City.*

## 2000 ENVIRONMENTAL STEWARDSHIP AWARD

Winners of the 2000 Environmental Stewardship Award were Peter and David Coon, owners and operators of Coon Brothers Farm, a 2,200 acre, 275-cow farm in Dutchess County. The award is shared with the County Soil and Water Conservation District. The farm has a long history of conservation, starting with the installation of contour strips in 1962.



## WEST NILE VIRUS

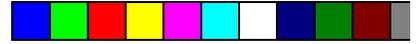
In the fall of 1999, 25 horses tested positive for West Nile virus, a mosquito-borne infection that can cause encephalitis. Since that time, the Department has assisted the New York City Department of Health in its sentinel chicken program, by placing the chickens at 13 sites around the City. Department technicians sampled the chickens weekly for six months, and followed up and coordinated the investigations into the 21 equine cases that occurred in New York during 2000. The Department has also sent educational material to more than 1,600 private practitioners in state.

## PLUM POX VIRUS

Plum pox virus (PPV), discovered in Pennsylvania in 1999, infects stone fruits, causes diagnostic symptoms on leaves and fruits, and eventually debilitates the tree. Department inspectors, in cooperation with others, surveyed New York orchards, collected 5,092 samples, analyzed from 15 locations in 10 counties and found negative results. PPV was also discovered in Ontario within five miles of the New York border. In response to that discovery, an intensive survey was conducted, and results were negative for New York.

*Photo to the left: David Coon, winner of the Environmental Stewardship Award, watches over water crossing his land. Through participation with AEM, rain water is now diverted from the barnyard by roof gutters and diversion ditches, keeping clean water clean.*





# FOOD SAFETY

## RETAIL FOOD INSPECTIONS

During 2000, 31,744 sanitary inspections were conducted to help ensure the safety, cleanliness, and proper labeling of food during processing, transportation, and sale. There are 28,284 establishments under the Department's jurisdiction, including food canneries, food processing plants, bakeries, candy manufacturers, beverage bottlers, cereal and baby food manufacturers, flour mills, retail food stores, and refrigerated warehouses. At the end of 2000, approximately 93 percent of these establishments were in substantial compliance according to their most recent inspection.

## INDUSTRY COMPLIANCE SESSIONS

The Department conducted 516 industry compliance sessions in 2000. These conferences are an interim step and are held in lieu of an administrative hearing or injunction proceeding. Approximately 78 percent of the establishments which participate in such conferences are found in compliance during their next inspection. This, of course, significantly reduces the need for administrative hearings, injunctions or other legal remedies.

*At the end of 2000, approximately 93% of all food establishments in the state were in substantial compliance according to their most recent inspection.*

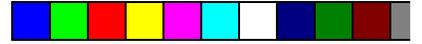


*Senior Food Inspector John Arnold (left) identifies problem areas to a store manager during a routine retail food store inspection.*

## FOOD SAFETY PROGRAM SUMMARY

Food Establishment Inspections	31,744
Consumer Complaint Investigations	3,562
Miscellaneous Food Investigations	9,998
Food Seizures	1,934
Pounds of Unfit Foods Destroyed	498,022
Industry Compliance Sessions	516
Surveillance Food Sampling	4,239
Pesticide Sampling	1,412
Food Labeling & Advertising Inspections	2,835
Unit Price Inspections	35
Livestock Feed & Pet Food Sampling	243
Custom & Small Animal Slaughterhouse Inspections	286
FDA Contract Establishment Inspections	194
FDA Contract Testing Pesticide Residues	201





### FOOD SAFETY OUTREACH

The Department conducted 18 food safety and labeling seminars across New York State in 2000. More than 858 food establishment executives, supervisors, and employees attended these seminars which explained the food safety issues behind Agriculture and Markets law and regulations, and offered advice on how to keep their respective businesses in compliance. In addition, inspection status reports and statistics were made available upon request for food chains interested in monitoring their compliance status and pinpointing problem areas.

### FARM PRODUCTS GRADING & INSPECTION

Official certificates are required for farm products such as fruits, vegetables, fish and fishery products, poultry, eggs and red meat for export shipments, government purchases, and many commercial sales contracts. The Department grades and certifies these products on a fee basis for producers and shippers. This service is facilitated by cooperative agreements between the Department, the United States Department of Agriculture and the United States Department of Commerce. During 2000, 29,278 certificates were issued for 932,992 pounds of product.

8

## HAMMER AWARD

*Due to the Department's diligence in its food safety program, completing 126 food recalls over the course of 2000, the Department was presented with the National Partnership for Reinventing Government "Hammer Award" from the Vice President of the United States. The Department's food recall program, which is part of an overall partnership agreement with the U.S. Food and Drug Administration, is now being adopted by government and industry associations for use nationally.*

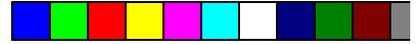
### FOOD LABORATORY

The Food Laboratory tests a variety of items for various divisions within the Department, as well as other agencies in the state. During 2000, the laboratory tested 18,945 food, beverage and agricultural samples to determine compliance with food standards, adulteration with inferior or substitute ingredients, undeclared or non-permitted preservatives, heavy metals, color additives, contamination with filth, spoilage, pathogenic bacteria, toxins or parasites. Approximately 85 percent of the samples were found to be properly labeled and free of adulteration. The laboratory also provides chemical and microbiological services, tests for pesticide residue and glassware for conformance with construction and calibration standards.



*Photo to the left: Greg Grubb, a Senior Farm Products Grading Inspector, grades apples for quality assessment at a New York apple packing operation.*





## NEW YORK STATE CATTLE HEALTH ASSURANCE PROGRAM

The New York State Cattle Health Assurance Program (NYSCHAP) is an integrated, management based program designed to address important animal health, environmental stewardship and public health issues confronting the food animal producer today. In its first year of operation, NYSCHAP participation has grown to 368 farms and has been well received by producers, processors, and consumer groups alike.

Each participating farm establishes a farm team for the purpose of assessing and implementing key control practices designed to address risk areas on the farm. The process involves the following steps:

1. Define the farm areas and areas of concern
2. Conduct a herd risk assessment addressing areas that may contribute to the introduction, amplification, and export of pathogens
3. Establish control strategies for the risk areas noted during the assessment
4. Prioritize the control strategies and rectify with available farm resources
5. Establish and implement a herd plan
6. Evaluate the herd plan and adjust as required



### DAIRY INSPECTIONS

To assure that milk is produced and processed under sanitary conditions, the Department routinely inspects processing plants, pasteurization equipment, milk delivery vehicles and testing laboratories. Finished products are sampled monthly for bacteria analysis. Routine farm inspections are made to ensure compliance with sanitary regulations and milk receivers' sampling and measuring procedures.

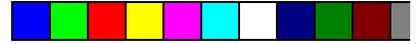
### KOSHER LAW ENFORCEMENT

The Department strives to assure consumers that food products offered for sale as kosher are indeed kosher. During 2000, there were 7,441 inspections, 309 investigations and 61 consumer complaint investigations, resulting in fewer cases of consumer fraud and greater compliance with the law.

### AVIAN INFLUENZA

Avian influenza (AI) control activities continue in the New York City live poultry markets. AI is an infectious disease of poultry, wild birds and water fowl. Inspectors supervise the depopulation, cleaning and disinfection of all markets twice a year in addition to routine inspections. Environmental surveillance for the AI virus indicates the continued presence of the AI virus in the markets, though the percentage of positive markets has declined from 59 percent in 1999 to 30 percent in 2000.



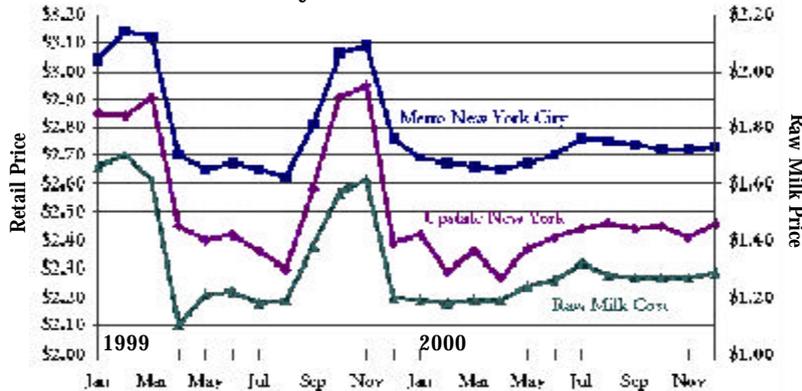


# CONSUMER SERVICES

## RETAIL MILK PRICE SURVEY

The Department conducts a monthly retail milk price survey in cities across the state to protect consumers from excessively high retail milk prices, known as price gouging. The Department calculates a “threshold” price each month as a benchmark for evaluating retail prices. The threshold price is a price that is 200 percent of the farm price for Class I milk. Retailers that price above the threshold price may be subject to legal action if they cannot justify their costs.

**Average Supermarket Retail Milk Price vs. Raw Milk Cost**  
(dollars per gallon)  
January 1999-December 2000



*New York State is the only state in the country that has a retail milk price threshold law that protects consumers from excessively high milk prices. The accompanying graph shows that average retail milk prices in the New York City metro and upstate regions closely track changes in the raw farm milk price.*

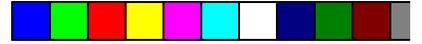
## DOG LICENSING

More than 650,000 dog licenses were issued in 2000, excluding New York City, which equated to total license fees of \$2,398,260. The issuing municipalities retained \$1,271,078 for providing dog control and shelter services and issuing dog licenses. The counties retained \$721,397 for dog damage indemnifications, and the state received \$405,786 for the administration and oversight of companion animal programs.

## ANIMAL POPULATION CONTROL PROGRAM

The New York State Animal Population Control Program continues to address the overpopulation of unwanted dogs and cats. In 2000, 15,584 Adoption Voucher Agreements were issued to approved animal shelters. The Adoption Voucher Agreements are distributed to adopting owners with their new companion at the time of adoption and entitle the owner to a \$30 spay or neuter surgery for the adopted animal at a participating veterinarian. The primary funding source for this program is the \$3 fee on all unspayed/unneutered dog licenses. Further, in 2000, statutory amendments were enacted that enhance the program’s effectiveness and made the program permanent.





Once again, the New York State Fair established attendance and revenue records this year. A strong lineup of paid grandstand concerts plus free performances by talented acts helped make the Fair a popular attraction during its 12-day run through Labor Day weekend. The visitor total for the 154<sup>th</sup> edition of the Fair was tantalizingly near one million, at 979,326. New featured attractions included the Kodak Theatre and Tourism display, a unique partnership between New York State industry and government, New York State Lottery drawings televised live across the state, Jurassic Journey, a newly constructed long house at the Indian/Iroquois Village, and a retooled Niagara Mohawk Power exhibit.



*From left to right: Flying dogs catching frisbees, Governor Pataki (center) walks among the crowd with Commissioners Rudgers (left) and Castro (right), Britney Spears livening up the fair with her electrifying performance in the grandstands, and a 4-H'er shearing his sheep in preparation for the show. Above: Thrilling rides entice children of all ages.*

## WEIGHTS & MEASURES

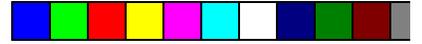
The Department is responsible for assuring measurement accuracy and uniformity in commerce throughout New York State. In cooperation with local weights and measures departments, the Department regulates measuring device accuracy, packaged commodity net contents, and quality standards for gasoline and diesel fuel. Department specialists and municipal inspectors routinely test all scales, gas pumps, heating oil delivery trucks, and other measuring devices used in commerce. The program seeks to assure equity in the marketplace, protecting both consumers and businesses. New to the program this year were the following:

- Measuring milk via on-farm direct loading
- Testing aircraft refuelers
- Investigating fuel quality and short weight

## PLANT PEST LAW

In order to facilitate the movement of plant material intrastate, interstate and internationally, and to prevent the introduction of pests of quarantine significance, plant growers and dealers are inspected and certified under the Plant Pest Law. During 2000, the number of nursery grower licenses increased, while the total acreage and square footage of glass engaged in production decreased slightly. Nursery dealer licenses increased as well.





## EXECUTIVE STAFF

Nathan L. Rudgers  
*Commissioner*

Ruth A. Moore  
*First Deputy Commissioner*

Joseph Ferrara  
*Deputy Commissioner*

Paul F. "Rick" Zimmerman  
*Deputy Commissioner*

Thomas Lindberg  
*Executive Assistant*

Jessica A. Chittenden  
*Public Information Officer*

Joan A. Kehoe  
*Counsel*

Edward Biel  
*Special Assistant*

Patrick Brennan  
*Special Assistant*

Ray Christensen  
*Special Assistant*

David Fellows  
*Special Assistant*

Larry Emminger  
*Internal Audit*

*Department staff listing as of December 31, 2000*

## DIVISION DIRECTORS

Kim Blot  
*Agricultural Protection & Development*

Stephen Ropel  
*Agricultural Statistics*

Dr. John Huntley  
*Animal Industry*

Will Francis  
*Dairy Industry*

Lucy Roberson  
*Fiscal Management*

John Maxstadt  
*Food Laboratory*

J. Joseph Corby  
*Food Safety & Inspection*

Karen Stenard  
*Human Resources*

Dolores Dybas  
*Information Systems*

Rabbi Luzer Weiss  
*Kosher Law Enforcement*

Elwin Rivenburg  
*Milk Control*

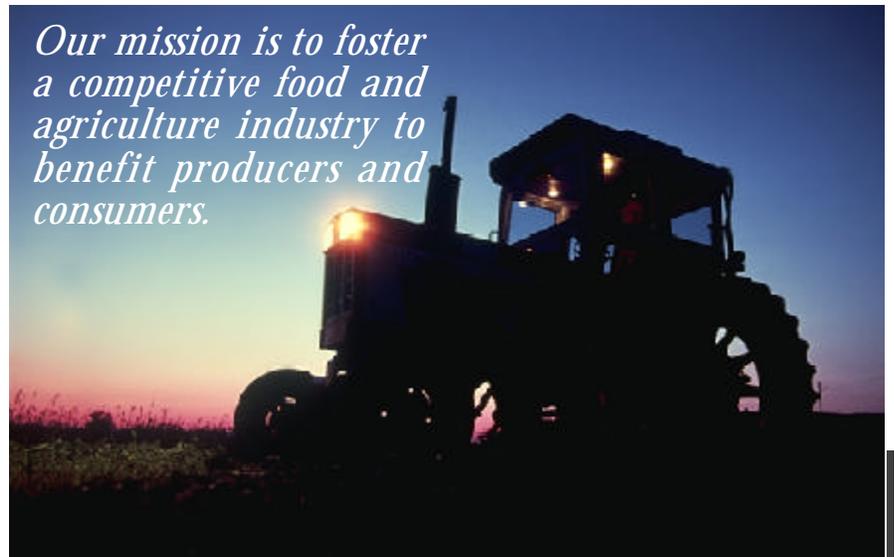
Robert Mungari  
*Plant Industry*

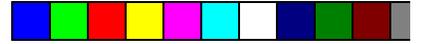
John Wildeman  
*Soil & Water Conservation*

Peter Cappuccilli  
*State Fair*

Ross Andersen  
*Weights & Measures*

*Our mission is to foster a competitive food and agriculture industry to benefit producers and consumers.*





## **PHOTOGRAPHY**

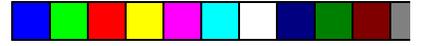
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**Front Cover: Corn popping up in rows after a spring shower in southern Washington County. Taken by Jessica Chittenden**

**Back Cover: New York produce displayed for sale at a farm stand in Green County. Taken by Van Svenson**

**Most photographs used within this publication were provided by the New York State Department of Agriculture and Markets. Certain photographs have been used with permission from the USDA Photography Center, New York State Fair, Ken Law Photography and Dutchess County Soil and Water Conservation District.**





**NEW YORK STATE DEPARTMENT OF AGRICULTURE & MARKETS**

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