



**Agriculture
and Markets**



**Nourish
New York**

Nourish NY

Connecting Farms with Those in Need

A Unique Part of New York's Covid-19 Emergency Food Response

Andrew M. Cuomo
Governor

Richard A. Ball
Commissioner

April 2020 – New York on Pause

Existing food aid packages not connecting with local producers:

- The second and third Coronavirus stimulus packages include over \$48 million in administrative and commodity funding for New York food banks.
- New York City committed \$25 million for emergency food providers in the metropolitan region.

Yet we have:

- Milk dumping at dairy farms.
- Produce from last year's harvest in cold storage with nowhere to go.
- Long Island's fishing fleet idled.
- Farms and food producers without markets.

The Solution - Nourish NY

On April 27, 2020, Governor Cuomo announced \$25 million from the state's special public health emergency would be dedicated to food banks and emergency food providers.



The screenshot shows a video player interface. On the left, Governor Andrew M. Cuomo is seated at a desk with a nameplate that reads "Governor Andrew M. Cuomo". To his right, a blue overlay contains the text: "Food Banks", "New York State is providing \$25 million from the State's Special Public Health Emergency Fund for food banks and providers most impacted by COVID-19.", and "STAY HOME. STOP THE SPREAD. SAVE LIVES." in yellow and white text. The video player controls at the bottom include a play button, a "LIVE" indicator, a closed captions icon, a settings gear, and a full screen icon. A purple "finance" logo is visible in the bottom right corner of the video frame.



Nourish New York Initiative

- We will also launch the **Nourish New York Initiative** to purchase food and products from Upstate farms and direct it to food banks across the state.
 - Kelly Cummings, Director of State Operations and Infrastructure
 - Richard Ball, Commissioner of Agriculture
 - Rossana Rosado, Secretary of State
 - Karim Camara, Executive Director of the Office of Faith-Based Community Development Services
 - Fran Barrett, Director of Non-Profits
 - Mike Hein, Commissioner of the Office of Temporary and Disability Assistance

OBSERVER-DISPATCH
NY farmers watching hard work go down drain
 By Edward Harris
 Updated Apr 26, 2020

auburnpub.com
Upstate NY dairy farms forced to dump milk
 via WARR (Cornell University) Apr 9, 2020 updated Apr 22, 2020

STAY HOME. STOP THE SPREAD. SAVE LIVES.

because the markets are so roiled some



▶ ⏪ 🔊 • LIVE



Agriculture and Markets



Nourish New York Initiative



Chobani



We are partnering with New York State dairy producers to process excess milk into products like yogurt, cheese, sour cream, and cream cheese that will be distributed to food banks and those in need.

STAY HOME.

STOP THE SPREAD.

SAVE LIVES.



to stop this dumping of



Agriculture and Markets

Nourish NY Allocation and Requirements

- Funding provided to 10 regional foodbanks:
 - Foodbank for NYC
 - Regional Foodbank of Northeastern NY
 - Foodbank of Western NY
 - Foodbank of Central NY
 - Foodlink
 - Long Island Cares
 - City Harvest
 - Foodbank for Westchester
 - Foodbank for the Southern Tier
 - Island Harvest



Nourish NY Allocation and Requirements

- Funds administered by NYS DOH through six-month emergency contracts to foodbanks (and then to soup kitchens, food pantries and others) for distribution.
- Foodbanks required to spend funding on New York-sourced products in any of three different ways:
 - direct purchase,
 - food drive through event with a local producer,
 - and/or voucher program for dairy products.
- AGM staff provide support and assistance throughout.

Connecting to Local Producers

AGM developed a list of known sources of surplus food, including:

- Sources of cabbage, apples and other produce in cold storage and not able to be sold due to restaurant and food service shutdowns.
- 48 seafood producers on Long Island as the fishing and shellfish industry has been virtually closed with restaurant closures.
- Processors/producers with over 400 dairy products, ranging from fluid milk, milk powder, condensed milk, yogurt, sour cream, cottage cheese, cream cheese, and butter.
- Also, producers of beef, eggs and other farm products that have lost markets.

Delivering to Families in Need

Drive-Through Events:

- Major focus on Long Island and upstate communities.
- Largest distribution involved over 4,500 families on Long Island.



Delivering to Families in Need

Dairy Vouchers:

- Established with supermarkets, convenience stores and food outlets in partnership with food bank.
- Distributed by soup kitchens, food pantries and faith-based organizations.
- Redeemable for New York butter, sour cream, cottage cheese, yogurt and fluid milk at participating retail locations.

MANUFACTURER'S COUPON • EXPIRES MARCH 31, 2020

This coupon is good for one **FREE** half gallon of
UPSTATE FARMS MILK
1% OR FAT FREE

\$ _____
Retail Price

015429

www.upstatefarms.com

0078800-015429

COURTESY OF
Food Bank
of Central New York

Reader: We will reimburse you for the face value of coupon plus handling charges, if submitted in compliance with Upstate Farms Corporation, Inc. redemption policy. Send to: Upstate Farms Corp., Inc., CML Dept. 7000 40, Swiss Otis - Del Rio, Texas 78841. Coupon may not be double-dipped.



Nourish NY Initiative to Date

- The full **\$25 million** is spent as of October 30.
- **38%** of the food spend is dairy, **33%** percent is produce, and **29%** is other products such as meat, eggs and seafood.
- Has now redirected **25.1 million pounds** of raw milk, or **2,916,049 gallons**, into finished products that have made their way into households with needs.
- **3,480 distributions** have taken place with an estimated **835,908 households** receiving Nourish NY products.
- Nourish NY food purchases have touched **4,140 farms**

Dairy Purchases to Date

- **38%** of Nourish NY funds, totaling **\$8.5 million**, has been spent on dairy products.
- The Nourish NY initiative has now redirected **25.1 million pounds** of raw milk, or **2.9 million gallons**, into finished products that have made their way into households with needs.
- Also, over 85 percent of the beef purchased under Nourish NY has been from cull dairy cows. Total spend on beef (mostly ground) from dairy cows is **445,000 pounds valued at \$2,021,552**.

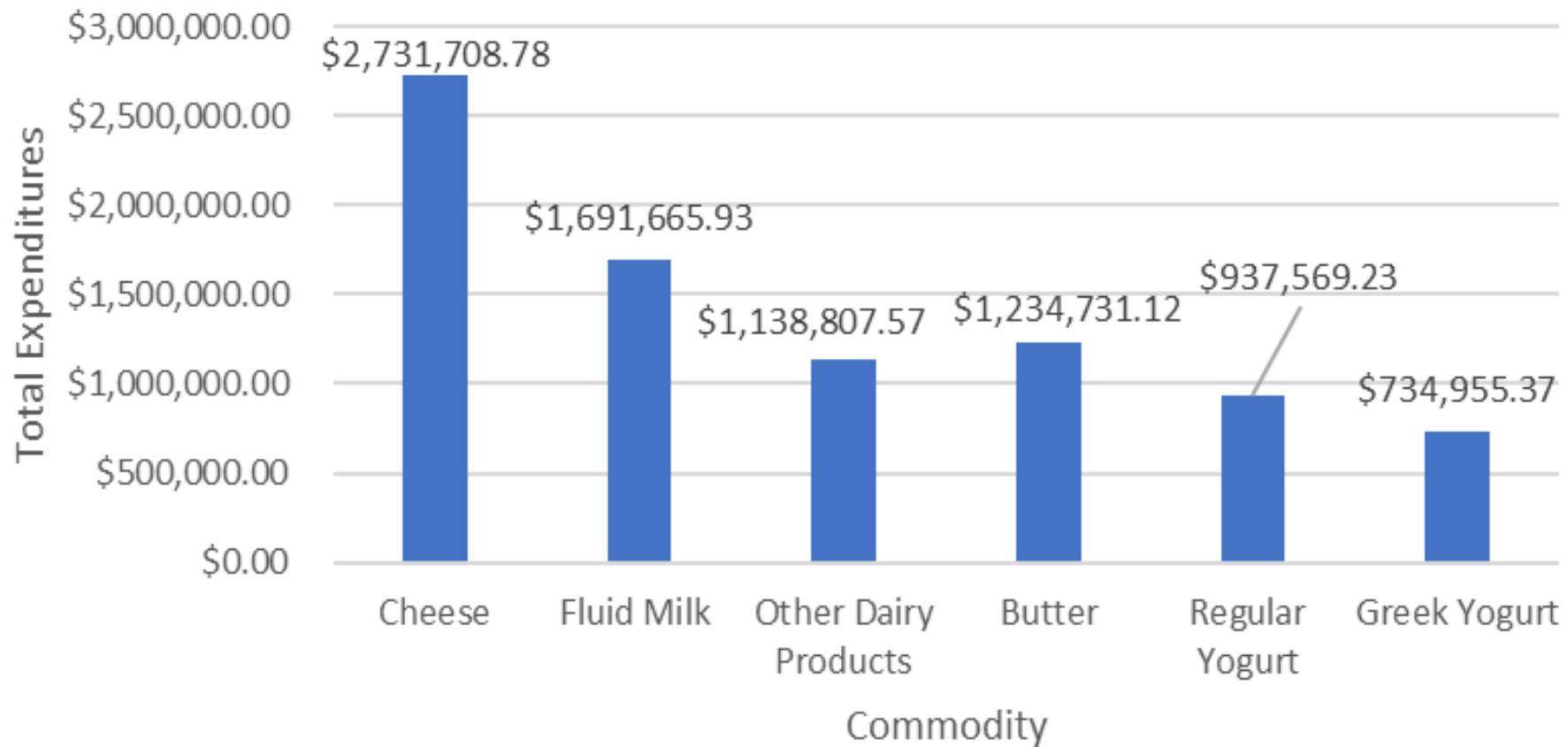
Example of Participating Dairy Processors

- Battenkill Valley Creamery
- BelGioioso Cheese Inc.
- Bethel Creamery
- Byrne Dairy
- Cabot
- Chobani
- Clark Farmstead Creamery
- Craigs Station Creamery
- Empire Cheese
- FAGE
- Five Spoke Creamery
- Garelick Farms
- Great Lakes Cheese
- Hillcrest Dairy
- HP Hood
- Hudson Valley Fresh
- Ithaca Milk
- King Brothers Dairy
- Kraft
- Kriemhild
- Lactalis Cheese
- Mehadrin
- Midland Farms
- Muranda Cheese
- Noblehurst Farms
- Noga Dairy
- O-AT-KA Milk Products
- Ronnybrook Farm
- Saputo
- Stewart's Shops
- Stoltzfus Family Dairy
- Trinity Valley
- Upstate Farms

To find out more about the Dairy Processors who are participating in the program:

<https://agriculture.ny.gov/NourishNY>

Nourish NY Dairy Expenditure Breakdown



NOURISH NY 2.0

- On October 30, 2020, Governor Cuomo announced an additional \$10 million for the program, through December 31, 2020.
- Funding being provided from the federal Coronavirus Aid, Relief, and Economic Security Act.
- Allocation of funds mirror original with 11 contracts (food banks) and an additional 26 sub-awardees (pantries and soup kitchens).
- Spending on round two has begun with over \$151,000 in purchases in the last week.

