



## CCE Video Tutorials for the 30% New York State Initiative

Cornell Cooperative Extension (CCE) has created multiple YouTube tutorials for the 30% NYS Initiative that School Food Authorities may find helpful.

Please note that these recordings were made when this initiative was managed by the State Education Department and some of the information has changed or is subject to change.

1. [New York 30% Initiative Eligible Product Database Overview](#) – CCE video

- The NY 30% Product Database is a database of products that qualify for the NY 30% Initiative and are widely available for purchase by School Food Authorities. In addition to this video tutorial, here is a link to a PDF guide that covers what's included in this video training, plus some additional information: [30% NY Initiative Eligible Product Database- PDF Guide](#)

URL:

[https://www.youtube.com/watch?v=Op9ovJ2Sopg&list=PLBTN\\_VCK49BI-qVyK9s9HyaM\\_kH621vGg&index=11](https://www.youtube.com/watch?v=Op9ovJ2Sopg&list=PLBTN_VCK49BI-qVyK9s9HyaM_kH621vGg&index=11)

2. [30% NY Eligible Product Database Tutorial](#) – CCE video

- Learn about what the 30% NY Eligible Product Database is, how to navigate it, and how the information can be used

URL:

[https://www.youtube.com/watch?v=DCYkCthOE18&list=PLBTN\\_VCK49BI-qVyK9s9HyaM\\_kH621vGg&index=7](https://www.youtube.com/watch?v=DCYkCthOE18&list=PLBTN_VCK49BI-qVyK9s9HyaM_kH621vGg&index=7)

3. [Strategic Use of USDA Foods and the 30% NY Initiative](#) – CCE video

- A panel of Food Service Directors discusses how they strategically use their entitlement funds toward qualifying for the 30% NY Initiative.

URL:

[https://www.youtube.com/watch?v=CHYX26z8JkQ&list=PLBTN\\_VCK49BI-qVyK9s9HyaM\\_kH621vGg&index=1](https://www.youtube.com/watch?v=CHYX26z8JkQ&list=PLBTN_VCK49BI-qVyK9s9HyaM_kH621vGg&index=1)

4. [Pathway to the 30% \(Long Island Presentation\)](#) – CCE video

- Learn about different strategies to purchase 30% NY food products for your lunch program.

URL:

[https://www.youtube.com/watch?v=stsakRIsUis&list=PLBTN\\_VCK49BI-qVyK9s9HyaM\\_kH621vGg&index=2](https://www.youtube.com/watch?v=stsakRIsUis&list=PLBTN_VCK49BI-qVyK9s9HyaM_kH621vGg&index=2)

5. [Pathway to the 30% \(Hudson Valley Presentation\)](#) - CCE video

- Learn about different strategies to purchase 30% NY food products for your lunch program.

**URL:**

[https://www.youtube.com/watch?v=wPWRevm-QSo&list=PLBTN\\_VCK49BI-qVyK9s9HyaM\\_kH621vGg&index=5](https://www.youtube.com/watch?v=wPWRevm-QSo&list=PLBTN_VCK49BI-qVyK9s9HyaM_kH621vGg&index=5)

6. [30% NY Initiative: Opportunities, Barriers, and Pathways to Success](#) – CCE video

- CCE Harvest NY and CCE Allegany County analyzed the NY food products purchased by School Food Authorities (SFAs) that qualified for the 30% NY Initiative in 2019-2020, and surveyed Food Service Directors from qualifying SFAs in order to shed more light on their pathways to achieving 30% or more NY purchases for their lunch programs.

**URL:**

[https://www.youtube.com/watch?v=y9M3ixlzLFM&list=PLBTN\\_VCK49BI-qVyK9s9HyaM\\_kH621vGg&index=8](https://www.youtube.com/watch?v=y9M3ixlzLFM&list=PLBTN_VCK49BI-qVyK9s9HyaM_kH621vGg&index=8)

7. [Farm-to-School 30% NY Initiative Documentation Requirements for Producers and Processors](#) – CCE video

- This recorded webinar provides guidance for manufacturers, producers, processors, and farmers to help them prepare the documentation School Food Authorities need to be successful in their 30% NY Initiative audits.

**URL:**

[https://www.youtube.com/watch?v=WO8aRgENwUs&list=PLBTN\\_VCK49BI-qVyK9s9HyaM\\_kH621vGg&index=12](https://www.youtube.com/watch?v=WO8aRgENwUs&list=PLBTN_VCK49BI-qVyK9s9HyaM_kH621vGg&index=12)

8. [Farm-to-School 30% NY Initiative Documentation Requirement Updates](#) – CCE video

- This recorded webinar provides updates to, and clarifications of documentation required for School Food Authorities to be successful in their 30% NY Initiative audits.

**URL:**

[https://www.youtube.com/watch?v=xLmPwwpUNGg&list=PLBTN\\_VCK49BI-qVyK9s9HyaM\\_kH621vGg&index=11](https://www.youtube.com/watch?v=xLmPwwpUNGg&list=PLBTN_VCK49BI-qVyK9s9HyaM_kH621vGg&index=11)