



**Agriculture
and Markets**

30% NYS Initiative

Kathy Hochul
Governor

Richard A. Ball
Commissioner

Madison Carpenter, Tim
McBride, and Mark McMullen
*Division of Agricultural
Development*

30% NYS Initiative Overview

When schools use New York State food products, they are supporting NYS farmers and providing healthy choices for children in school meal programs. The 30% NYS Initiative is intended to provide healthy New York-sourced food products, such as farm-fresh products, to children as part of their lunch meal in school.

School food authorities (SFAs) applying to the initiative must reach the required threshold and should include, to the best extent possible, healthy, farm-fresh items in the reimbursable lunch meal.

The New York State enacted budget provided that as of July 1, 2022, the New York State Department of Agriculture and Markets (AGM) will have responsibility for certifying applications for the 30% NYS Initiative.

Applying to the Initiative

Each year, the application for reimbursement will be found on our website at <https://agriculture.ny.gov/30-percent-initiative>.

The application must be submitted via email to 30percent@agriculture.ny.gov on or before August 15 each year.

Through the application, SFAs will report the following information from the previous school year, excluding the value of any USDA (commodity) foods:

- Total cost of all food purchased (breakfast, lunch, snack, a la carte, etc.)
- Total amount of revenue from federal and State reimbursement for all child nutrition programs
- Total amount of revenue from reduced price and paid lunch meal sales
- Total cost of NYS food products purchased for the school lunch program

Application Steps:

1. Locate the 30% NYS Initiative application and enter information on the 30% Application - Calculator sheet
 - For federal and State reimbursement totals, access the NYS Education Department's (NYSED) SFA Payment Query by going to: <http://www.cn.nysed.gov/content/public-reports> and clicking the report titled "SFA Payment Query"
2. Complete the 30% Application Attachment sheet
3. Print the attestation statement and have it signed and dated by the SFA Superintendent, Executive Director, Chief School Officer, or a duly authorized designee

2021-22 and 2022-23 School Years

2021-22 school year:

- 55 applications were received
- 51 SFAs were approved
- \$6,462,459.65 total spent on NYS food products

2022-23 school year:

- 62 applications were received
- 59 SFAs were approved
- \$8,039,528.97 total spent on NYS food products

What to Collect for 30%

Purchase documentation for any NYS products qualifying for the initiative includes product formulation statements (PFS), invoices, packing slips, etc.

- Unprocessed products:
 - Invoices with “NY” next to each qualifying product, or a “NY Subtotal”
 - Letter/email from producer with the farm name and address stating products were grown on their farm
 - This can be stated on the invoice with the farm name and address
- Processed products:
 - Include a PFS or indicate if the product is NYS Grown & Certified
 - If a product is NYS Grown & Certified but is **not** listed in the 30% NYS Initiative eligible product database, include a copy of the vendor’s NYS Grown & Certified certificate. **The certificate must be up-to-date.**

30% Initiative Audit Policy

Audits will be held for SFAs that are new to the 30% NYS Initiative, or those that have been awarded the reimbursement for three years.

- If the SFA passes the audit and is approved for reimbursement, it will need to undergo a subsequent audit every **three years**.
- If an audit results in failure, the SFA will not be eligible for reimbursement and will need to undergo an audit each year that it applies until it has met the necessary requirements.
- It's important to note that this audit schedule applies to all SFAs that have participated in the program in the past.



30% Initiative Audit Policy – Continued

The Department may request documentation including, but not limited to:

1. A list of the vendors that provided NYS products used for lunch with the total amount of products purchased at each vendor. This can be provided through the Application Attachment sheet
2. For processed NYS products, a PFS or documentation highlighting that a vendor is NYS Grown & Certified is required
3. The SFA's demonstration of how NYS products used for breakfast were not included in the initiative (excel spreadsheets, documents with detailed explanations of how these costs were separated out, etc.)
4. Documentation relating to how the SFA calculated that it met the 30% threshold, including supporting information for:
 - Total annual food costs, total annual sales, CACFP reimbursement (if applicable), total annual reimbursable school lunch sales, total food cost for lunch from NYS (this can be provided through a Profit and Loss (P&L) Statement or other financial statements)
 - Invoices/receipts and procurement documentation, including velocity reports, contracts, etc., for NYS purchases for **only three commodities** to be determined on an annual basis. Invoices and receipts from any other purchases do not need to be included.
 - 22-23 School Year audit asked for milk, ground beef, and apples
5. School year menus and lunch production records for two selected sponsor schools and timeframes (if applicable)



30% Initiative Resources

AGM team :  (518) 485-1050  30percent@agriculture.ny.gov

30% NYS Initiative webpage <https://agriculture.ny.gov/30-percent-initiative>

- CEP & 30% Reimbursement Estimator located under the “Apply” section

Farm-to-School webpage <https://agriculture.ny.gov/farming/farm-school>

- Bid Listing Form

CCE Harvest NY Regional Farm-to-School Coordinator Program:
<https://cals.cornell.edu/cornell-cooperative-extension/join-us/new-york-state-farm-school/connect-farm-school>

CCE’s 30% NY Initiative landing page: <https://cals.cornell.edu/cornell-cooperative-extension/join-us/new-york-state-farm-school/find-farm-school-resources/30-ny-initiative>

Thank you!