



**Agriculture
and Markets**

Marketing and Funding Opportunities for the Dairy Industry

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Kathy Hochul
Governor

Richard A. Ball
Commissioner

NYS Department of Agriculture Funding Opportunities

Programs in the State Budget

- NYS G&C Infrastructure, Technology, Research and Development
- Climate Resilient Farming

Federal programs

- Resilient Food System Infrastructure (RFSI)
- Northeast Regional Food Business Center (NERFBC)
- Organic Certification Cost-Share



Market Development Programs

Statewide Marketing Campaigns

- New York State Grown & Certified
- Taste NY

Institutional Purchasing Programs

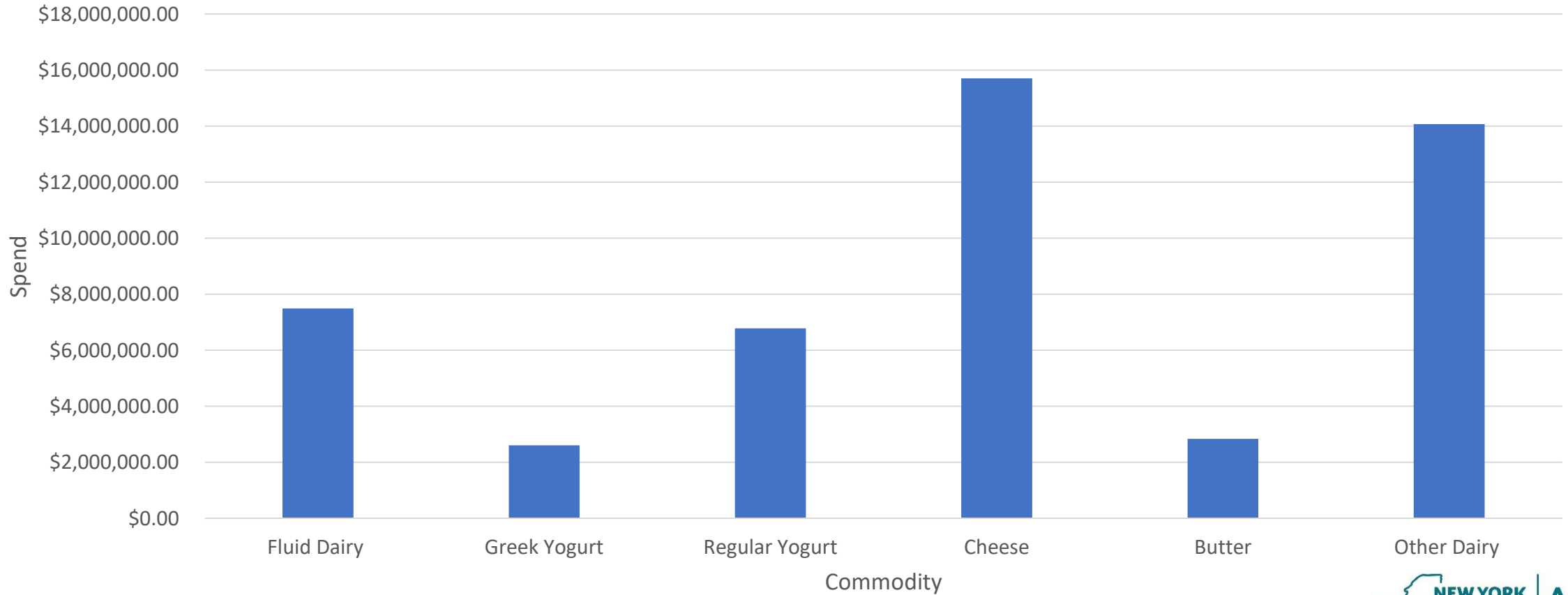
- Nourish NY
- New York Food for New York Families
- Farm to School 30% Initiative
- Executive Order 32- State Agency Food Purchasing



Nourish NY- 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

Nourish NY Dairy Expenditure Breakdown from May 2020 to April 2024



Nourish NY Purchases

May 2020 to April 2024

- **Over \$49 million** has been spent on New York dairy products to date.
- The Nourish NY program has now redirected **66 million pounds** of raw milk, or **8.4 million gallons**, into finished products that have reached households in need.
- Over \$8 million spent on ground beef.

Executive Order 32

On August 23, 2023, Governor Hochul issued EO 32, which created formal parameters for State agencies to increase their procurement of NY food products to 30% by 2027.

Executive Order 32

- *NYS Food*: An unprocessed food item that is composed of 100% raw materials that were grown, harvested, or produced in New York State.
- *NYS Processed Food*: A processed food item that is composed of over 51% (by weight or volume) of raw materials that were grown, harvested, or produced in New York State, **and** the processing of such food products took place in a facility that is located in New York State.

Institutional Demand

- Nourish, FTS, E.O.32 create high demand for lower-cost, ground beef that is traceable back to the farm.
- Encouraging direct relationships with NY dairy farms, slaughterhouses and processors will allow processors of beef products higher traceability, less paperwork, and more access markets including Nourish NY, Farm-to-School 30% Reimbursement Program, and Executive Order 32.

New York State GROWN & CERTIFIED PROGRAM



certified.ny.com



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Dairy Farms in G&C

Dairy Farms May Join NYS G&C as Beef Producers

- **NY Requirement:** Animal spends 2/3 of life in New York State.
- **Food Safety:** Animals are slaughtered/processed in a USDA Inspected Slaughter Plant. Active participation in a herd management program, such as NY Beef Quality Assurance (BQA) the New York State Cattle Health Assurance Program (NYSCHAP) or the National Dairy Farmers Assuring Responsible Management (FARM) program.
- **Environmental:** Agricultural Environmental Management (AEM) program, administered by their county Soil and Water Conservation district, with the completion of Tier 2 of the program (or higher). An alternative option is to have an active CAFO permit. Renewals must be submitted to the Department.



NYS Grown & Certified

Advantages for the farm:

- Direct membership in the NYS Grown & Certified program.
- Inclusion in marketing campaigns
- Increased market access for culled cows, often at a higher price than at sale lots/auction.
- Grant eligibility, including the five round, \$25 million NYSG&C Infrastructure, Technology, Research and Development grant.

State Funding Opportunities



New York State Grown & Certified Infrastructure, Technology, Research, and Development Grant Program

- \$5 million/year for 5 years (2023-2028)
- Year 1- administered by New York Farm Viability Institute launching Spring 2024



Department of Agriculture Grower Funding



- Marketing grants to incorporate NYS Grown & Certified logo onto packaging point-of-sale materials



NYS AGM Funding Opportunities

- **Beginning Farmer Grants**
 - \$1 million in 2022- 2024
 - 1st round administered by New York Farm Viability Institute
 - \$5,000-\$250,000; match max 5%
- **Socially & Economically Disadvantaged Grower Grants**
 - \$4 million in 2022, \$1 million in 2023 and 2024
 - Administered by Northeast Farmers of Color Land Trust
 - Launching as “Landing Access: Novel Directions” in Fall 2024, look for information this Summer



NYS AGM Funding Opportunities: County Soil and Water Conservation Districts

- **Climate Resilient Farming Grants**
 - 3 project areas: agricultural waste storage cover and flare for methane reduction, on-farm water management, and soil health systems
- **Agricultural Environmental Management (AEM) Funding**
 - Implement AEM best management practices
- **Ag Nonpoint Source and Abatement Control**



Federal Funding Northeast Dairy Innovation Center

- Hosted by Vermont Agency of Ag, Food and Markets
- Dairy Farm Improvement and Modernization
- On-farm Milk Storage and Handling
 - Funds for farmers to purchase equipment that improves milk storage, handling, and energy efficiency
- Dairy Food Safety and Certification
- Innovation in Processing and Packing
- Dairy Co-Packing
- New Dairy Processor Start-Up
- Dairy Marketing and Branding Services
- Dairy Product Trade Show Assistance



<https://nedairyinnovation.com/grants/>

Federal Grants: Resilient Food System Infrastructure Grants

- USDA funded
- Goal: Infrastructure development of middle-of-the supply chain businesses- aggregation, processing, storing, transportation and distribution
- Infrastructure Grants: \$100,000 - \$3 million; 25-50% match
- Equipment only grants: maximum of \$100,000
- Register for a UEI at [Sam.gov](https://sam.gov)

Grants Launching Spring 2024!

Farm and Food Growth Fund is the Administrator



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Northeast Regional Food Business Center

- USDA funded
- Goal: help farm and food businesses expand, diversify and access new markets
- Business Builder Awards up to \$100,000
- Production Expenses ineligible
- Administered by National Association of State Departments of Agriculture
- <https://www.nasda.org/nasda-foundation/northeast-regional-food-business-center/>
- Launches late 2024/early 2025



USDA Organic Cost Share Program

- Organic producers/processors may apply for reimbursement of 75% (up to \$750.00) of certification expenses.
- Applications open in August, due in November.
- organic@agriculture.ny.gov



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How to find out about State Opportunities

Department of Agriculture and Markets

Farming Farmers' Markets Milk & Dairy Business Development Animals Food Safety

Plants & Natural Resources About Us

Funding Opportunities

<https://agriculture.ny.gov/funding-opportunities>

- Agriculture.ny.gov program pages
- Follow NYS AGM on Facebook
- Press releases
PressOffice@agriculture.ny.gov
- Administrators and partners also conduct outreach

Thank You!

Questions?

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