

STATE OF NEW YORK

4660

2017-2018 Regular Sessions

IN SENATE

February 23, 2017

Introduced by Sen. RITCHIE -- read twice and ordered printed, and when printed to be committed to the Committee on Agriculture

AN ACT authorizing the commissioner of the department of agriculture and markets to develop the future agriculture readiness marketing camp

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The commissioner of agriculture and markets is hereby
2 authorized and directed to develop an agricultural marketing "boot camp"
3 program in accordance with the requirements prescribed in this act.

4 § 2. (a) The commissioner of agriculture and markets is directed to
5 develop the program in cooperation with an advisory board consisting of
6 the presidents of: SUNY Morrisville; SUNY Canton; SUNY Cobleskill; SUNY
7 Oswego, and the dean of the college of agriculture and life sciences at
8 Cornell University. Though the resources of each institution shall be
9 utilized, the program shall be coordinated by the Small Farms program of
10 Cornell University. Two representatives, one selected by the senate
11 majority, and the second by the assembly majority, shall also serve on
12 the program's advisory board.

13 (b) Members of the advisory board described in subdivision (a) of this
14 section shall not receive compensation, but shall be entitled to
15 reimbursement for expenses under any applicable state law, rule, or
16 regulation.

17 § 3. The program shall be no less than one week in length, but no more
18 than two weeks, and shall be at least as academically rigorous as a
19 200-level-class at any of the institutions in subdivision (a) of section
20 two of this act. Participants shall have the same access to information,
21 faculty, staff, and resources as a matriculated student would have at
22 any of the institutions named in subdivision (a) of section two of this
23 act. The program shall consist of one cohort each year, of not more than
24 thirty students, but not fewer than five students.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

LBD09433-04-7

1 § 4. (a) Prospective participants shall submit an application, at a
2 time and in a manner determined by the participating institutions. The
3 application shall include a combination of media, and at minimum must
4 describe: a business plan; marketing goals; the product intended to be
5 sold, and demonstrate that the prospective participant has the necessary
6 attributes to succeed in the program. Prospective participants may also
7 be required to submit other supplementary documentation as is deemed
8 necessary by the participating institutions.

9 (b) Successful applicants shall be required to pay a fee covering
10 room, board, and materials. This fee shall not exceed \$500 per week,
11 payable to any participating institution that hosts all or a part of
12 that year's administration of the program.

13 § 5. The program will be held on the campus of either SUNY Morris-
14 ville, SUNY Canton, SUNY Cobleskill, or SUNY Oswego, or any combination
15 thereof as determined by the participating institutions. The location
16 may change from one year to another.

17 § 6. The program shall teach participants how to: develop their chosen
18 product; how to identify prospective consumers; how to market their
19 product to such consumers, and how to transport their product to such
20 consumers. The program may also include any other topics or cognates
21 that the participating institutions deem necessary and proper.

22 § 7. (a) No more than one week after the end of each administration of
23 the program, participating institutions shall review presentations
24 prepared by each participant. Presentations shall feature such materials
25 as the participating institutions may deem appropriate to demonstrate
26 understanding of the program content, and the further development of the
27 business plan and marketing goals contained in the participant's appli-
28 cation.

29 (b) Of each cohort, not more than one-third of the participants shall,
30 based on the presentations described in subdivision (a) of this section,
31 be selected for a grant of funds. Each individual grant shall not exceed
32 \$10,000.

33 (c) Each grant shall be issued by the empire state development corpo-
34 ration, according to an agreement between it, the department of agricul-
35 ture and markets, and the office of the state comptroller.

36 (d) Each awardee shall be required to submit periodic reports to the
37 department of agriculture and markets and the office of the state comp-
38 troller. These reports will allow the monitoring of grant funds, and
39 should also serve to develop best-practices models that will be shared
40 with future participants in the program, as well as the students and
41 faculty of participating institutions.

42 § 8. The commissioner of agriculture and markets is instructed to
43 ensure that the program admits only owners of small to medium sized
44 farms based on the United States department of agriculture's 2012 agri-
45 culture census of New York state, who seek to target non-traditional or
46 non-commodity markets. Applicants must be domiciled in New York state
47 and have a principal place of business in this state.

48 § 9. The commissioner of agriculture and markets shall be authorized
49 to provide funds for this program only to the extent that an appropri-
50 ation is available for that specific purpose.

51 § 10. This act shall take effect immediately. The commissioner of
52 agriculture and markets shall induct the first cohort into the program
53 within one year of the effective date of this act.