S T A T E O F N E W Y O R K

8104

2011-2012 Regular Sessions

I N A S S E M B L Y

June 1, 2011

Introduced by M. of A. MAGEE -- read once and referred to the Committee on Agriculture

AN ACT to amend the agriculture and markets law and the economic development law, in relation to creating the strategic farm and food product development coordinating council

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. Section 16 of the agriculture and markets law is amended by adding a new subdivision 6-a to read as follows:

6-A. (A) ESTABLISH, IN COOPERATION WITH THE COMMISSIONER OF ECONOMIC DEVELOPMENT, A STRATEGIC FARM AND FOOD PRODUCT DEVELOPMENT COORDINATING COUNCIL CONSISTING OF REPRESENTATIVES OF FARMERS, PROCESSORS, WHOLESALERS AND DISTRIBUTORS, RETAILERS INCLUDING RETAIL FOOD STORES AND FOOD SERVICE BUSINESSES, ACADEMIC EXPERTS AND OTHERS TO IDENTIFY FARM AND FOOD PRODUCTS THAT:

(I) ARE, OR HAVE THE POTENTIAL TO BE, IN DEMAND BY A SIGNIFICANT PORTION OF THE CONSUMER MARKET; AND

(II) HAVE THE POTENTIAL FOR INCREASED PRODUCTION BY, AND SIGNIFICANT ECONOMIC BENEFIT TO, NEW YORK AGRICULTURAL PRODUCERS.

(B) SUCH COUNCIL SHALL ALSO SEEK TO PROMOTE BENEFICIAL RELATIONSHIPS AMONG FARMERS, PROCESSORS, WHOLESALERS, DISTRIBUTORS, AND STATE INSTITUTIONAL ENTITIES INCLUDING, BUT NOT LIMITED TO SCHOOLS, DAYCARE FACILITIES, AND PRISONS. THE COUNCIL SHALL IDENTIFY BARRIERS TO TRADE AND SUGGEST POSSIBLE SOLUTIONS.

(C) SUCH COUNCIL SHALL ALSO IDENTIFY RESOURCES, INCLUDING, BUT NOT LIMITED TO, STATE AND FEDERAL FINANCIAL ASSISTANCE AND TECHNICAL ASSISTANCE FROM GOVERNMENT, ACADEMIA AND PRIVATE ORGANIZATIONS AVAILABLE TO SUPPORT INCREASED PRODUCTION, MARKETING, AND DISTRIBUTION OF SUCH FOODS AND BEVERAGES. THE DEPARTMENT AND THE DEPARTMENT OF ECONOMIC DEVELOPMENT SHALL MAKE SUCH INFORMATION AVAILABLE TO INTERESTED PRODUCERS AND MARKETERS OF SUCH PRODUCTS. THE COMMISSIONER SHALL ENLIST THE ASSISTANCE OF

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

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OTHER AGENCIES AS NEEDED TO IDENTIFY RESOURCES AND TECHNICAL ASSISTANCE NECESSARY FOR THE PURPOSES OF THIS SECTION.

(D) THE COUNCIL SHALL REPORT ITS FINDINGS AND RECOMMENDATIONS TO THE LEGISLATURE WITHIN ONE YEAR OF THE ESTABLISHMENT OF THE COUNCIL AND YEARLY THEREAFTER.

S 2. The economic development law is amended by adding a new section 180-c to read as follows:

S 180-C. STRATEGIC FARM AND FOOD PRODUCT DEVELOPMENT COORDINATING COUNCIL. THE DEPARTMENT SHALL COOPERATE WITH THE DEPARTMENT OF AGRICULTURE AND MARKETS IN ESTABLISHING A STRATEGIC FARM AND FOOD PRODUCT DEVELOPMENT COORDINATING COUNCIL TO IDENTIFY FARM AND FOOD PRODUCTS THAT HAVE THE POTENTIAL TO CREATE SIGNIFICANT ECONOMIC BENEFITS TO NEW YORK AGRICULTURAL PRODUCERS, IDENTIFYING RESOURCES AND ASSISTANCE TO SUPPORT SUCH EFFORTS, AND MAKING SUCH INFORMATION AVAILABLE TO INTERESTED FARMS AND FOOD BUSINESSES.

S 3. This act shall take effect immediately.