

1 CATION SHALL BE IN A MANNER AND FORM DETERMINED BY THE COMMISSIONER AND
2 SHALL INCLUDE, BUT NOT BE LIMITED TO:

3 (A) A LIST OF NEW YORK HORTICULTURE PRODUCTS USED AND SOLD BOTH ANNU-
4 ALLY AND SEASONALLY BY THE NURSERY DEALER;

5 (B) THE NAMES OF THE NEW YORK PRODUCT PRODUCERS FROM WHOM SUCH
6 PRODUCTS WERE PURCHASED BY THE NURSERY DEALER;

7 (C) A ONE SENTENCE DESCRIPTION OF EACH HORTICULTURE ITEM OFFERED FOR
8 SALE BY THE NURSERY DEALER; AND

9 (D) ANY OTHER INFORMATION THE COMMISSIONER DEEMS RELEVANT.

10 4. A NURSERY DEALER WHICH MEETS AND COMPLIES WITH THE PROVISIONS OF
11 THIS ARTICLE AND THE OFFICIAL STANDARDS, RULES AND REGULATIONS ESTAB-
12 LISHED BY THE COMMISSIONER SHALL BE DESIGNATED AS A GROW: PRIDE OF NEW
13 YORK NURSERY DEALER. NURSERY DEALERS DESIGNATED AS GROW: PRIDE OF NEW
14 YORK NURSERIES WITHIN ONE YEAR AFTER THE EFFECTIVE DATE OF THIS ARTICLE
15 SHALL RECEIVE PROMOTIONAL AND ADVERTISING MATERIALS AS GROW: PRIDE OF
16 NEW YORK NURSERIES FREE OF CHARGE. AFTER THE EXPIRATION OF SUCH ONE YEAR
17 PERIOD, THE COMMISSIONER MAY PROVIDE SUCH MATERIALS, AS HE OR SHE FEELS
18 NECESSARY, TO FULFILL THE GOALS AND PURPOSES OF THE GROW: PRIDE OF NEW
19 YORK PROGRAM.

20 5. THE DEPARTMENT SHALL ESTABLISH ON ITS DEPARTMENTAL WEBSITE A LINK
21 DEDICATED TO THE GROW: PRIDE OF NEW YORK PROGRAM. THIS LINK SHALL
22 INCLUDE THE NAME, LOCATION AND HOURS OF OPERATION OF EACH GROW: PRIDE OF
23 NEW YORK NURSERY DEALER, AND EACH BUSINESS THAT SUCH NURSERY DEALER
24 OBTAINED ITS NEW YORK PRODUCTS. THE DEPARTMENT, IN COOPERATION WITH THE
25 DEPARTMENT OF ECONOMIC DEVELOPMENT AND INDUSTRY MEMBERS, SHALL WORK TO
26 PROMOTE GROW: PRIDE OF NEW YORK NURSERY DEALERS.

27 6. THE COMMISSIONER IS HEREBY AUTHORIZED AND DIRECTED TO PROMULGATE
28 SUCH RULES AND REGULATIONS NECESSARY TO IMPLEMENT THE PROVISIONS OF THIS
29 ARTICLE.

30 S 2. This act shall take effect on the first of January next succeed-
31 ing the date on which it shall have become a law; provided, however,
32 that effective immediately, the addition, amendment and/or repeal of any
33 rule or regulation necessary for the implementation of this act on its
34 effective date is authorized to be made and completed on or before such
35 date.