STATE OF NEW YORK

7369

2017-2018 Regular Sessions

IN ASSEMBLY

April 25, 2017

Introduced by M. of A. MAGEE -- read once and referred 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:

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

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

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

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

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

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

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

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

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

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

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

(c) Each grant shall be issued by the empire state development corporation, according to an agreement between it, the department of agriculture and markets, and the office of the state comptroller.

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

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

§ 9. The commissioner of agriculture and markets shall be authorized to provide funds for this program only to the extent that an appropriation is available for that specific purpose.

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