

STATE OF NEW YORK

10383

IN ASSEMBLY

April 18, 2018

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

AN ACT to amend the agriculture and markets law, in relation to advertising and labeling of locally produced food

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

1 Section 1. The agriculture and markets law is amended by adding a new
2 section 211 to read as follows:

3 § 211. Advertising and labeling of locally produced foods. 1. For
4 purposes of this section "food product" shall have the same meaning as
5 defined in section one hundred ninety-eight of this article.

6 2. No person, corporation, partnership or limited liability company
7 shall knowingly sell or offer for sale any food product advertised or
8 labeled as "local", "locally grown", or any substantially similar term,
9 unless such food product originated in New York or one hundred miles
10 from the location where such food product is for sale.

11 3. A violation of the provisions of this section shall be punishable
12 by a civil penalty not to exceed five hundred dollars for a first
13 violation and one thousand dollars for each subsequent violation.

14 § 2. This act shall take effect immediately.

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

LBD15318-02-8