

# STATE OF NEW YORK

1460

2019-2020 Regular Sessions

## IN ASSEMBLY

January 15, 2019

Introduced by M. of A. WOERNER -- Multi-Sponsored by -- M. of A. CAHILL, DiPIETRO, D'URSO, GIGLIO, GLICK, GOTTFRIED, HAWLEY, LUPARDO, RA, STIRPE, THIELE, WRIGHT -- 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:

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

§ 211. Advertising and labeling of locally produced foods. 1. For purposes of this section "retail food product" shall mean articles of food, drink, confectionary or condiment, whether simple, mixed or compound, including all substances or ingredients added to food for any purpose, intended for human consumption.

2. No person, corporation, partnership or limited liability company shall knowingly sell or offer for sale at retail any retail food product advertised or labeled as "local", "locally grown", "locally produced", "locally sourced" or any substantially similar term, unless such food product: (i) is grown, raised, or harvested in New York state; or (ii) its components that are essential to such product's identity are grown, raised, harvested or produced in New York state; or (iii) is defined in law as New York state labelled, manufactured, or produced.

3. A retail food product may also be advertised or labeled as local if it was grown, raised, harvested or produced outside of New York state, or contains essential components not sourced in New York, if it has additional descriptive language identifying the state or region or distance from the border of New York state where such product or its components that are essential to such product's identity are grown, raised, harvested or produced displayed adjacent to and in the same size

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

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1 font as the term or terms indicating it is local in such advertising or  
2 labeling.

3 4. The commissioner is hereby authorized to develop rules and regu-  
4 lations to provide guidance to businesses selling retail food products  
5 pursuant to this section.

6 § 2. This act shall take effect on the one hundred eightieth day after  
7 it shall have become a law, provided that any rule or regulation neces-  
8 sary for the timely implementation of this act on its effective date may  
9 be promulgated on or before such date, provided further however that  
10 retailers shall have ninety days from the effective date of this act to  
11 sell through product subject to the provisions of this act which is held  
12 in inventory on the effective date of this act.