

# STATE OF NEW YORK

2405

2025-2026 Regular Sessions

## IN ASSEMBLY

January 16, 2025

Introduced by M. of A. SMULLEN -- read once and referred to the Committee on Economic Development

AN ACT to amend the economic development law, in relation to enacting the New York state product promotion act

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

1 Section 1. The economic development law is amended by adding a new  
2 article 8-A to read as follows:

### ARTICLE 8-A

#### NEW YORK STATE PRODUCT PROMOTION ACT

5 Section 207. Short title.

6 208. New York state product promotion registry.

7 209. Product label.

8 § 207. Short title. This article shall be known and may be cited as  
9 the "New York state product promotion act".

10 § 208. New York state product promotion registry. 1. The commissioner  
11 shall develop and implement a New York state product promotion program.  
12 The commissioner shall establish a registry for use on the internet that  
13 would highlight businesses that manufacture or produce products in this  
14 state. All New York state business owners that manufacture or produce  
15 products in this state shall have the option to join such online regis-  
16 try. Such registry shall include, but not be limited to; name of busi-  
17 ness; address and county; contact information, including telephone  
18 number, fax, e-mail and website address; manufactured or produced  
19 products with a brief description; and any additional information,  
20 including history, hours and dates of operation, and number of employ-  
21 ees.

22 2. The commissioner shall name such registry and promulgate any rules  
23 and regulations necessary for the administration of the registry. The  
24 department shall be allowed to charge a reasonable registration fee, to  
25 be determined by the commissioner, to cover such administrative costs.

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

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1 3. The commissioner shall establish a media campaign to advertise such  
2 registry.

3 § 209. Product label. The commissioner shall create a product label  
4 with the registry website address to help identify products manufactured  
5 or produced in this state. The department shall further promulgate any  
6 rules and regulations necessary for dispensing the product label.

7 § 2. This act shall take effect on the one hundred eightieth day after  
8 it shall have become a law. Effective immediately, the addition, amend-  
9 ment and/or repeal of any rule or regulation necessary for the implemen-  
10 tation of this act on its effective date are authorized and directed to  
11 be made and completed on or before such effective date.