Buy New York: Increasing New York State Agriculture Purchases
Presenters:

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• **Imran Khan**, Empire State Fellow, Food and Agriculture NYS Executive Chamber

• **Kevin King**, Director, Agriculture Development

Cornell Cooperative Extension (CCE)

• **Bob Weybright**, Eastern NY Commercial Horticulture; Agriculture Business Development

• **Maire Ulrich**, CCE Orange County Vegetable Crops Educator

2014 Purchasing Forum & Trade Show

*Planting Seeds Today for Tomorrow’s Success*
NYSPro is working in partnership to develop a new “Buy New York” initiative.

Vision:
Increase the visibility and purchase of New York State agriculture goods and dairy products.
Goals:

• Increase business opportunities at the State level for farmers to participate and remain economically sustainable.

• Maximize existing agricultural partnerships between farmers, distributors and State agencies.

• Educate State farmers, distributors, and State agencies on New York State goods grown, produced and shipped from New York.

• Identify and maximize Value-Adds of New York State produce and dairy products (i.e., dropped apples made into applesauce)
Buy New York Team:

• New York State Procurement (NYSPro)
• Department of Agriculture and Markets
• Cornell Cooperative Extension (CCE)
• Office of Mental Health (OMH)
• Department of Correction and Community Supervision (DOCCS)
Proposed Plan:

• Leverage existing centralized Food contracts to identify “New York State” based items.
• Educate farmers on how to bid on NYS contracts.
• Coordinate meetings between NYS farmers and pertinent business groups.
• Maximize Apples, Potatoes, Onions and Cabbage purchase opportunities within New York State.
NYS Department of Agriculture and Markets
NYS Department of Agriculture and Markets

• Mission: To foster a competitive food and agriculture industry that benefits producers and consumers alike

• Function of Division of Agricultural Development
Breadth and depth of NYS agriculture

• About 36,000 farms across NYS
• Value of agriculture production exceeds $5 billion
• About a quarter of NYS land is used for farming and agriculture
In NYS, this is what we do best...

• Fruits
  – Apples
  – Grapes
  – Tart cherries
  – Pears
  – Strawberries
In NYS, this is what we do best...

- Vegetables
  - Cabbage
  - Sweet corn
  - Onions
  - Snap beans
In NYS, this is what we do best...

• Other
  – Milk and dairy
  – Maple syrup
  – Other processed and value add products
“New” New York guidance

- Directive from the Governor’s Office (2012)
- Food Metrics Bill (2013)
- State government role in local/regional food movement
How we can help...

• Baseline current levels of local purchasing
• Develop strategies to increase local purchasing
• Link to farmers, growers, processors, etc.
• Provide information about seasonality
• Provide general agricultural education
• Provide information about NYS food systems
Questions

• Address: 10B Airline Drive, Albany, NY 12235

• Contacts:
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Cornell Cooperative Extension
What should I look for in a local supplier?

- Size & scale of operation
  - Ensure needs can be met on a consistent basis
- Product specifications:
  - Variety desired (What varieties are grown in NYS)
  - Grade/size needed
  - Packaging
    - USDA industry standards
    - Bulk
- Transportation
  - Determine if delivery schedule needed can be met
  - Ensure cold-chain is maintained
What should I look for in a local supplier?

• Safety certifications
  – Produce: GAP, HACCP, Third Party Audit
  – Meat: USDA, State Inspected
  – Dairy, Eggs, Cheese: FDA or USDA inspected

• Specialized inspections or verifications
  – Kosher
  – Halal
  – Organic
  – Natural

• Insurance:
  – Does supplier have the required level

• Prior institutional sales experience
Acronyms of the “Food” Agriculture Industry

• USDA Inspected
  – Meats
  – Eggs
  – Dairy

• USDA Grades
  – Voluntary standards

• GAP
  – Good Agricultural Practice

• HACCP
  • Hazard Analysis and Critical Control Point

• FSMA
  – Food Safety Modernization Act

• FDA Inspected
  – Foods – processed and fresh
  – Seafood
  – Eggs

• Organic
  – 100 Percent Organic
  – Organic (95% organic)
  – Made with Organic (70% organic)
  – Specified Organic Ingredients (3 ingredients maximum)

• Natural
  – There is no agreed upon standard

• State Inspected
  – Meats
  – Under contract to FDA or USDA
GAP

• Intent is to minimize microbial food safety hazards in fruits and vegetables

• A program of the USDA, Agricultural Marketing Service, Fruit and Vegetable Program, Specialty Crops Inspection (SCI)

• It is a voluntary program

• The focus agricultural practices that verify fruits and vegetables are produced, packed, handled, and stored to minimize any risks of microbial food safety hazards

• Audits based on the U.S. Food and Drug Administration’s Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables
What GAP covers:

- Water
- Manure and municipal bio-solids
- Worker health and hygiene
- Sanitary facilities

- Field sanitation
- Packing facility sanitation
- Transportation
- Trace back (to the source)
HACCP

• A preventative system for assuring safe food
• “Science” based standards
• Objective: To make safe food and prove it
• Is based on 7 principles
• Mandatory for some food categories
HACCP’s 7 Principles

1) Conduct a hazard analysis
2) Identify the critical control points
3) Establish critical limits
4) Establish monitoring procedures
5) Establish corrective actions
6) Establish verification procedures
7) Establish record-keeping and documentation procedures
FSMA – What is it?

• The Food Safety Modernization Act (FSMA) is the first major update of federal food safety laws since 1938

• FSMA gives the Food and Drug Administration (FDA) broad new powers to prevent food safety problems, detect and respond to food safety issues, and improve the safety of imported foods

• Gives the FDA power to order a product recall

• FSMA does not change food safety regulations for meat, poultry, and egg products, which are under the U.S. Department of Agriculture’s jurisdiction.
How did it come to be?

• Due to a rise in major outbreaks of foodborne illnesses and increasing bioterrorism concerns after 9/11, both Congress and the Administration proposed new food safety measures in 2009 that expanded food safety regulations to the farm level.

• Previously, food safety regulatory oversight was focused mainly on the processing, food handling, and manufacturing sectors – areas shown to be of highest risk for foodborne pathogen contamination.

• In 2009 and 2010, Congress debated a number of food safety proposals that directly and indirectly affected farms and on-farm processing. These proposals extended regulatory authorities to farms and made some on-farm safety standards mandatory.

• Concurrently, the Obama Administration created an inter-agency Food Safety Working Group through which the Food and Drug Administration and the U.S. Department of Agriculture started adopting new food safety standards and oversight.

• Cornell Staff and faculty have had a major role in designing and outreach to growers nationwide.
Two components to the law

• Produce Rule
  – Growing, harvesting, packing, or holding (storage) of fruits or vegetables
  – The law is looking a lot like GAP’s

• Preventative Control Rule
  – Processing, manufacturing, packing, or holding (storage) of human food
  – The law is looking a lot like HACCP

• Notes:
  – If both of the above activities are conducted than both components of the law would apply to an establishment
  – FSMA will also cover transportation of food products.
How to find New York products?

Cornell Cooperative Extension is a good place to start!!
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