



New York Farm Bureau
Lauren Williams, Associate Director
P.518.431.5607
lwilliams@nyfb.org

MEMORANDUM OF SUPPORT

Senate Bill 1078 (Senator Valesky) / Assembly Bill 4972 (Assemblyman Magee)

AN ACT TO AMEND THE ALCOHOLIC BEVERAGE CONTROL LAW, IN RELATION TO PROMOTING ECONOMIC DEVELOPMENT BY EXPANDING PRODUCTS SOLD BY FARM CIDERIES AND AUTHORIZING SUCH CIDERIES TO SELL CIDER TO OTHER LICENSEES FOR RESALE

Date: 2/27/2017

New York Farm Bureau, the state's largest agricultural advocacy organization, would like to express their support for the above referenced legislation. If enacted, this bill would expand the alcohol beverage control law by providing farm cideries with marketing opportunities that are already available to farm wineries, breweries, and distilleries.

New York's hard cider industry has grown substantially in the past several years and legislative action, like the 2013 Farm Cideries Law, has played an integral role in the economic development of the cider industry. There are still opportunities to expand the New York cider industry and this legislation would help increase sales opportunities. Currently, farm cideries are only permitted sell their cider to farm wineries, distilleries, farm breweries and cideries. This bill would allow farm cideries to sell its products to all licensed wineries and cideries. Expanding the market avenues for farm cideries will help to increase business sales and increase the demand for New York grown apples.

Farm-based beverage facilities are increasingly utilized as tourism destinations and regional marketplaces that bring economic development to local areas. This bill will aid the farm cider industry by expanding the market place for hard cider.

For these reasons, we respectfully request your support of this legislation.