



New York Farm Bureau
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MEMORANDUM OF SUPPORT

Senate Bill 5853 (Senator Ritchie)

AN ACT TO AMEND THE ALCOHOLIC BEVERAGE CONTROL LAW, IN RELATION TO MORE CLOSELY ALIGN THE PRIVILEGES OF FARM DISTILLERIES WITH OTHER PRIVILEGES ENJOYED BY FARMERS

February 13, 2018

New York Farm Bureau, the state's largest agricultural advocacy organization, respectfully requests your support of this legislation. If enacted, this bill would provide equal treatment for all New York-produced, farm-based beverages.

The laws that govern the production and retail licenses extended to farm breweries, wineries, cideries, and distilleries do not give each type of producer the same ability to sell or cross promote other New York State labelled or farm produced products. Their ability to cross promote different types of products is also limited to varying degrees depending on the type of licensee.

By closely aligning the privileges extended to each license type, this bill will help New York State's regional and craft alcoholic beverage producers to cross promote and collaborate in new ways that were previously only available to out of state competitors.

Allowing individual producers to find new ways to work together to promote and sell others' products will help each to grow their business and will encourage tourism statewide. As this bill is designed for all farm licensees, any growth in these businesses will also grow the market for those New York State farm products that are needed for the production of alcoholic beverages.

For these reasons, New York Farm Bureau requests your support of this legislation.