MEMORANDUM OF SUPPORT

Senate Bill 2069 (Senator Metzger) / Assembly Bill 4153 (Assemblymember Gunther)

AN ACT TO AMEND THE AGRICULTURE AND MARKETS LAW, IN RELATION TO THE PROMOTION OF NEW YORK STATE FARM PRODUCTS FOR HOLIDAY CELEBRATIONS

Date: 7/16/2020

New York Farm Bureau, the state’s largest agricultural advocacy organization, would like to express its support for this legislation. This legislation would authorize the Department of Agriculture and Markets to provide listings of New York growers to vendors in order to promote New York farm products during holiday celebrations.

During the holidays, there is increased sales of certain products such as Christmas trees and wreaths. While products like these are grown on New York farms, there are many vendors who sell products from other states including the sale of artificial trees. It is important that New York products are promoted especially during the holiday seasons. By providing vendors with a list of New York farmers who can provide these products, vendors will be encouraged to sell and promote New York grown products. This connection between vendors and farmers is important to supporting New York agriculture and the economy.

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