



2014
**Purchasing Forum
& Trade Show**
May 14 & 15

Buy New York: Increasing New York State Agriculture Purchases



Andrew M. Cuomo
Governor
State of New York

RoAnn M. Destito
Commissioner
Office of General Services

Presenters:

- **Susan M. Filburn**, Director, Commodities and Services, NYS Procurement (NYSPRO)

Department of Agriculture and Markets

- **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.

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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)

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



Buy New York Team:

- New York State Procurement (NYSPPro)
- Department of Agriculture and Markets
- Cornell Cooperative Extension (CCE)
- Office of Mental Health (OMH)
- Department of Correction and Community Supervision (DOCCS)

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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.

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



NYS Department of Agriculture and Markets

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



In NYS, this is what we do best...

- Fruits
 - Apples
 - Grapes
 - Tart cherries
 - Pears
 - Strawberries

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



In NYS, this is what we do best...

- Vegetables
 - Cabbage
 - Sweet corn
 - Onions
 - Snap beans

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



In NYS, this is what we do best...

- Other
 - Milk and dairy
 - Maple syrup
 - Other processed and value add products

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



“New” New York guidance

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

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow’s Success



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

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



Questions

- Address: 10B Airline Drive, Albany, NY 12235
- Contacts:
 - Imran Khan, imran.khan@agriculture.ny.gov
 - Kevin King, kevin.king@agriculture.ny.gov

Cornell Cooperative Extension

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



Cornell Cooperative Extension

Wednesday May 14, 2014

Thursday May 15, 2014

Bob Weybright

Agricultural Economic
Development

CCE - Eastern NY Horticulture
Team

rw74@cornell.edu

845-797-8878

Maire Ulrich

Agriculture Program Leader
CCE Orange County

mru2@cornell.edu

845-344-1234

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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 the U.S. Food and Drug Administration's [Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables](#)

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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)

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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.

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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.

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



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.

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



How to find New York products?

Cornell Cooperative Extension is a good place to start!!

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



CCE – Regional team members (East)

- Bob Weybright: Eastern NY Commercial Horticulture; Agriculture Business Development
 - rw74@cornell.edu: 845-797-8878
- Maire Ulrich: CCE Orange County Vegetable Crops Educator
 - mru2@cornell.edu: 845-344-1234
- Steve Hadcock: Capital District Agriculture Team
 - seh11@cornell.edu: 518-828-3346, ext. 106
- Sandy Buxton: Capital District Agriculture Team
 - sab22@cornell.edu: 518-380-1498
- Tom Gallagher: Capital District Agriculture Team; Livestock
 - tig3@cornell.edu: 518-577-0958
- Laura McDermott: Eastern NY Commercial Horticulture; Small Fruit
 - lgm4@cornell.edu: 518-791-5038

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



CCE – Regional team members (West)

- Cheryl Thayer: Harvest NY West; Expanding Food Markets
 - cbt32@cornell.edu: 716-652-5400
- Jud Reid: Cornell Vegetable Program
 - jer11@cornell.edu: 315-536-5123
- Carol MacNeil: Cornell Vegetable Program; Dry Beans
 - crm6@cornell.edu: 585-394-3977, ext. 406
- Tristan Zuber: Harvest NY West; Dairy
 - tjz2@cornell.edu: 607-227-7398
- Christy Hoepting: Cornell Vegetable Program; Onions & Cabbage
 - cah59@cornell.edu: 585-798-4265
- Robert Hadad: Cornell Vegetable Program
 - rgh26@cornell.edu: 716-433-8839
- Debra Breth: Lake Ontario Fruit Program
 - dib1@cornell.edu: 585-798-4265
- Craig Kahlke: Lake Ontario Fruit Program
 - cjk37@cornell.edu: 716-433-8839, ext. 237

2014 Purchasing Forum & Trade Show

Planting Seeds Today for Tomorrow's Success



CCE – County team members

- Mariane Kiraly: Ag Team Coordinator, Delaware County
 - mk129@cornell.edu: 607-865-6531
- Janet Aldrich: Senior Extension Educator, Delaware County
 - ja14@cornell.edu: 607-868-6531
- Laura Biasillo: Agriculture Economic Development, Broome County
 - lw257@cornell.edu: 607-584-5007
- Laurie Davis: Coordinator – Adirondack Harvest, Essex County
 - lsd22@cornell.edu: 518-962-4810, ext. 404
- Steve Ledoux: Local Foods and Farmers Markets, Jefferson and Lewis County
 - swl73@cornell.edu: 315-788-8450, ext. 324
- Jonathan Schell: Agriculture Team Coordinator, Oswego County
 - jjs69@cornell.edu: 315-963-7286
- Derek Simmonds: Agriculture Economic Development, Seneca County
 - dcs285@cornell.edu: 315-539-9251
- Ginny Carlberg: Farm Business Management, Chautauqua County
 - vec22@cornell.edu: 716-664-9502, ext. 202
- Lisa Tucker: Agriculture Economic Development, Niagara County
 - lht27@cornell.edu: 716-433-8839, ext. 231
- Sandy Menasha: Vegetable and Potato Specialist, Suffolk County
 - srm45@cornell.edu: 631-727-7850, ext. 316

2014 Purchasing Forum & Trade Show
Planting Seeds Today for Tomorrow's Success

