

## Food Safety

New York has some of the best fruit and vegetable producers in the nation who take great care in producing foods that are safely handled and are doing so in an environmentally sound way. An annual audit certifies that producers operate using safe food handling practices and those practices are deemed acceptable by the Commissioner of the NYS Department of Agriculture and Markets. These audits verify that fruits and vegetables are produced, packed, handled, and stored as safely as possible to minimize the risks of microbial food safety hazards. Examples of third-party food safety audit programs include:

### USDA GAP

<https://www.ams.usda.gov/services/auditing/gap-ghp>

### GLOBALG.A.P.

[http://www.globalgap.org/uk\\_en/](http://www.globalgap.org/uk_en/)

### Safe Quality Food Institute

<http://www.sqfi.com/>

### PrimusLabs

<http://www.primuslabs.com/services/primusgfs.aspx>

## Agricultural Environmental Management

Farmers are the original stewards of the land, and their livelihood directly depends on the health and vitality of the soil and water resources. Agricultural Environmental Management (AEM) is a voluntary, incentive-based program that helps farmers make

common-sense, cost-effective, and science-based decisions to meet business objectives while protecting and conserving New York State's natural resources. Most agricultural counties in New York State are conducting AEM programs, and over 13,000 farms currently participate.

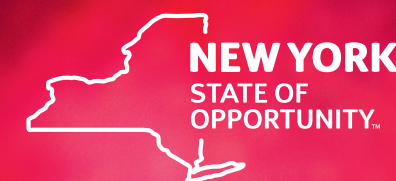
By participating in AEM, farmers can document their environmental stewardship and contribute to agriculture's positive impact in their communities.

Farmers work with local AEM-resource professionals to develop comprehensive farm plans using a tiered process from 1 through 5. **Participation in New York State Grown & Certified requires completion of Tier 2 or higher in AEM.** To schedule a free, confidential AEM Risk Assessment for your farm, contact your County Soil and Water Conservation District. To learn more about AEM or to locate your Conservation District office, visit [www.nys-soilandwater.org](http://www.nys-soilandwater.org).

## WHAT DO I NEED TO DO TO BE A PART OF IT?

Producers interested in learning more about or joining the New York State Grown & Certified program should contact the New York State Department of Agriculture and Markets at **1-800-554-4501, Option 3**, or email [NYSGrownAndCertified@agriculture.ny.gov](mailto:NYSGrownAndCertified@agriculture.ny.gov).

# NEW YORK STATE AGRICULTURE SETS A NEW STANDARD



**Agriculture  
and Markets**





# INTRODUCING THE NEW YORK STATE GROWN & CERTIFIED PROGRAM

We are committed to helping New York State's agriculture industry grow and thrive. With extensive research showing people would buy more (74%), pay more (49%), and favor food (96%) bearing the New York State Grown & Certified label, participating in this program is a winning proposition. It's a simple way to show consumers your agricultural product is among the best in the state.

## WHAT IS THE PROGRAM?

New York State's agriculture industry is one of our greatest assets. New York State Grown & Certified will lead the nation in providing consumers with transparent and meaningful information about the agricultural products they purchase while also promoting you — New York State's producers.

## WHY SHOULD I JOIN?

Participating in New York State Grown & Certified tells buyers that you adhere to higher standards in safe handling and environmental responsibility. Shoppers will know that your product is safer, fresher, and produced in ways that protect the environment.

## WHAT ARE THE BENEFITS?

By becoming New York State Grown & Certified, you gain access to the following benefits:

- Statewide ad campaigns aimed at restaurants, institutional buyers, and retail consumers
- Use of the New York State Grown & Certified label and marketing materials
- Presence on the New York State Grown & Certified website that lists qualified producers

74% **BUY MORE**  
FOOD BEARING OUR SEAL

96% **FAVOR**  
FOOD BEARING OUR SEAL

