



CELEBRATING NEW YORK'S DAIRY INDUSTRY

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New York State Department of Agriculture and Markets

NEW YORK STATE DAIRY



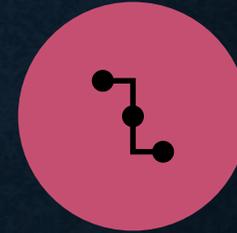
THE VITALITY OF NEW YORK AGRICULTURE RELIES ON DAIRY.



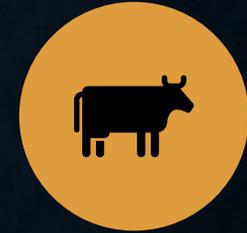
IT IS THE STATE'S LEADING AGRICULTURAL SECTOR AND ITS RESPONSIBLE FOR EMPLOYING TENS OF THOUSANDS OF NEW YORKERS AND FOR PROVIDING OUR FAMILIES WITH WHOLESOME AND NUTRITIOUS FOODS.



AT THE DEPARTMENT, WE BELIEVE WE WILL BE STRONGER IF WE WORK TOGETHER.



WORKING TOGETHER MEANS CONNECTING THE DOTS.



CONNECTING YOU WITH CONSUMERS, CONNECTING CONSUMERS WITH OUR DAIRY INDUSTRY AND CONNECTING OUR DAIRY INDUSTRY WITH OUR STATE.



NEW YORK STATE ACTION

- The Milk Marketing Advisory Council meets regularly to converse about how we can assist the dairy industry, and in an effort to increase consumption.
- At the advice of the milk marketing advisory council, we recently kicked off a Dairy Think Tank, comprising of various stake holders from the dairy industry charged with identifying what we, as a state and an industry can do to ensure the dairy industry in our state continues to thrive.

NEW YORK STATE ACTION

- We are working with the NYS Dairy Promotion Order Board to introduce new and innovative ways to promote and research our dairy products. Last year members of the Dairy Promotion Order board together with members of the department visited some of our dairy processing plants in Western New York to understand the marketing and research innovation efforts currently underway.



NEW YORK STATE ACTION

- Recently we expanded our Farm-To-School program to increase access to local foods in schools and as part of the Governor's 'No student goes hungry campaign' are reimbursing 25 cents for every lunch in schools that source at least 30% of their food from NYS farmers and processors.



NEW YORK STATE ACTION

- We also created a School Milk Taskforce to study and understand the decline in consumption of school milk and earlier this year announced the launch a school milk pilot using bulk dispensing units.
- Although use of cheese and yogurt in schools has increased in recent years the consumption of milk in school is on the decline.





These dairy products were produced right – right here in New York State.

CERTIFIED FOR SAFE FOOD HANDLING AND ENVIRONMENTALLY RESPONSIBLE PRACTICES.



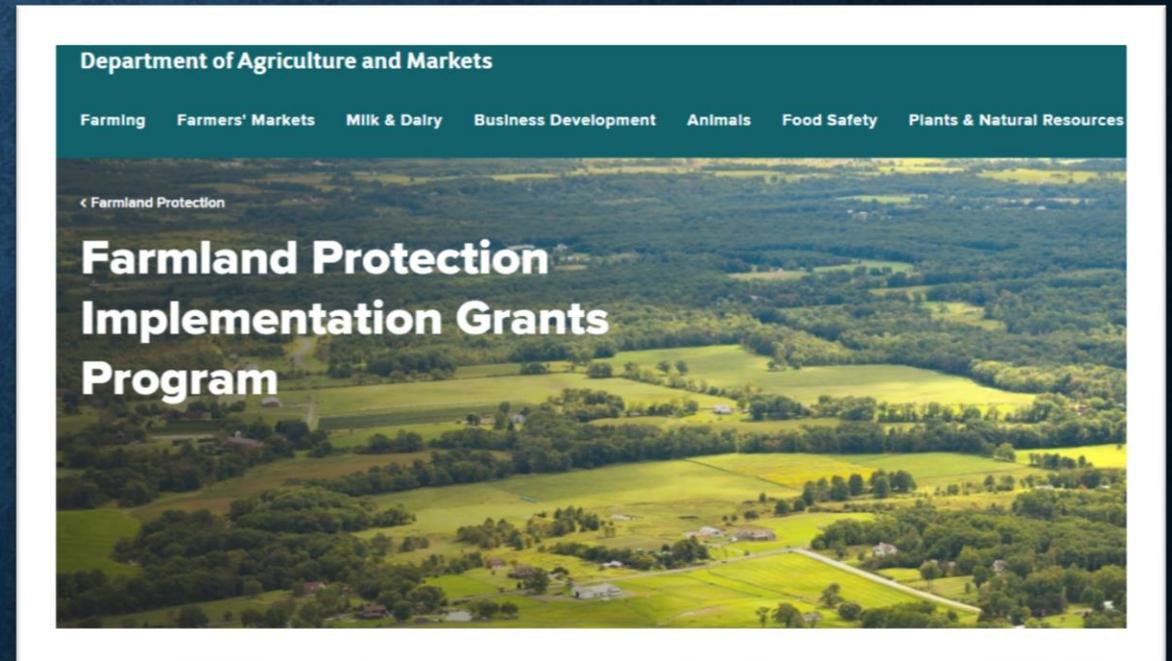
NEW YORK STATE ACTION

- In 2016, we released the states own on-product food labeling and promotion program called We have increased our promotion of New York State Grown & Certified producers by providing marketing support for on-product labels in our grocery stores and Taste NY welcome centers across the state - to visually connect New York consumers to New York State products.
- www.certified.ny.gov
- <https://www.youtube.com/watch?v=68MStbA5R2k>



NEW YORK STATE ACTION

- We also created an opportunity to accelerate protection of valuable and at-risk farmland, dedicating \$30 million to our dairy farms to help them diversify or transition operations to the next generation.
- We also expanded the funding provided to protect and preserve water quality through EPF.



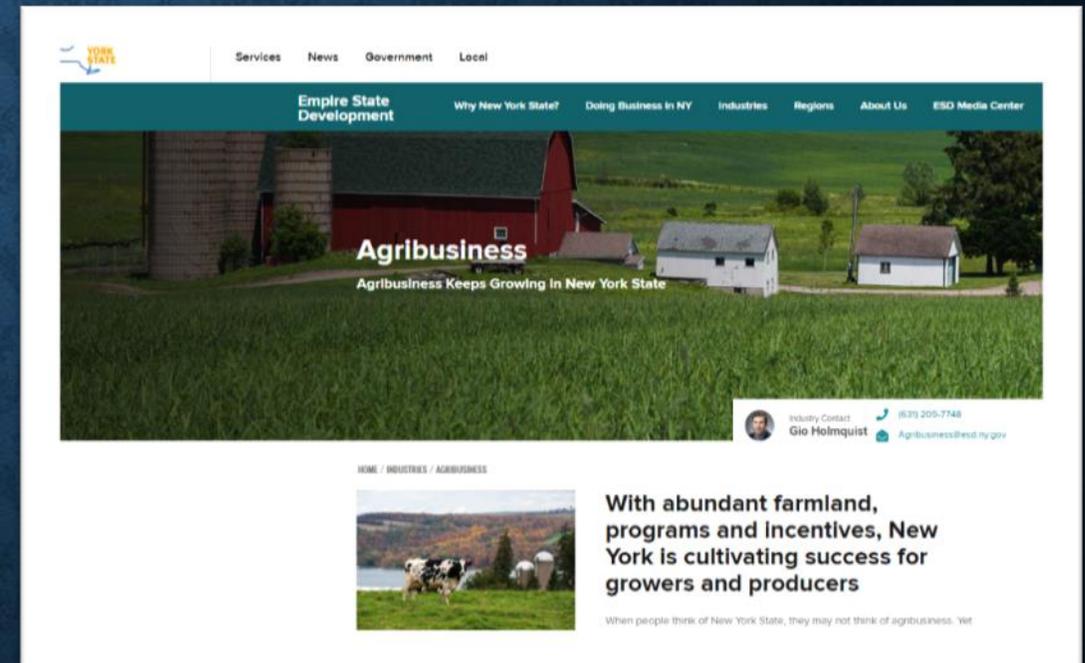
NEW YORK STATE ACTION

- Later this year, we will launch our 3rd Dairy Education Days series where, during the month of June, many of us at the Department will visit elementary schools across the state to provide some valuable lessons to elementary kids in an effort to help our children understand where dairy products come from and instill in them an early appreciation not only of the benefits of consuming New York dairy products.



NEW YORK STATE ACTION

- In 2019, as we have done in previous years, we were happy to once again partner with Empire State Development to expand processing capacity in New York State and through this private-public partnership have seen almost \$500 million dollar being invested in dairy processing in our state.





TASTE NY



FEDERAL ACTION

- The Department has provided commentary to the Food and Drug Administration on the following federal notices:
 - # FDA-2018-N-2381, Comprehensive, Multi-Year Nutrition Innovation Strategy asking for the expansion and modernization of standards of identity for cheese and yogurt.
 - # FDA-2018-N-3522; Use of the Names of Dairy Foods in the Labeling of Plant-Based Products regarding the misuse of the word 'milk' on plant-based beverage packaging - calling on FDA to exercise its enforcement powers on manufacturers who improperly use the word 'milk' to describe plant-based fluid drinks.
 - #FDA-2018-N-2381-1371; Horizontal Approaches to Food Standards of Identity Modernization - calling on FDA to ensure that this horizontal assessment of food standards not be used to substitute naturally nutritionally superior products or ingredients with inferior, chemically created or processed products or ingredients.



FEDERAL ACTION

- On February 20, 2020 the Food Administration reopened, the federal register notice FDA-1995-N-0062-0016 -Food Standards; General Principles and Food Standards Modernization, this notices closes on April 21, 2020, to provide commentary by visiting this link: <https://www.regulations.gov/document?D=FDA-1995-N-0062-0016>
- It is *vitally important* to provide feedback on all these federal register notices to ensure New York's dairy industry is adequately represented.

FEDERAL ACTION

- The Department has almost monthly meetings with FDA's Commissioner and his key senior staff on the following topics:
 - Food safety modernization act (FSMA),
 - Standards of identity,
 - Ways to work toward an integrated food safety system.
- We have seen some process on all of these key topics, but we still have a long road ahead of us.
- Achieving uniformity and consistency across the US is our #1 priority.

**YOU'RE A
NEW YORKER.**

**SHOULDN'T YOUR
MILK BE FROM
NEW YORK TOO?**

New York State is one of the top producers of dairy products in the nation. Milk and dairy products contribute over \$2.5 billion to the economy and the industry employs 50,000 New Yorkers. Buying dairy products from New York isn't just about getting great milk, yogurt and cheese – it's about choosing to support your neighbors and the local economy.

Ask your local grocer to carry
New York dairy products.

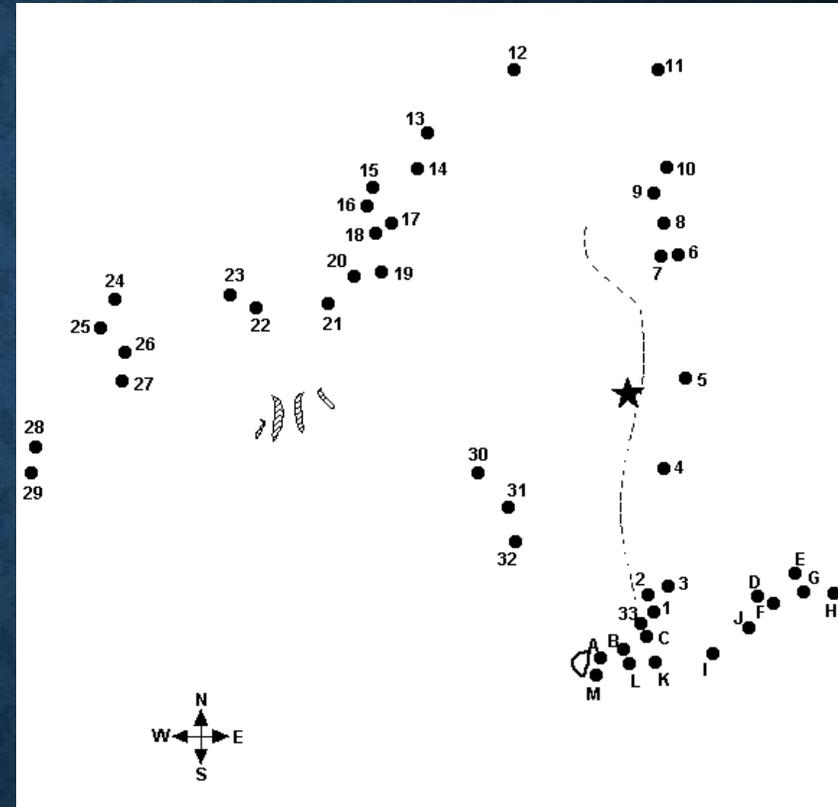
Look for the NYS Grown & Certified logo
in a retail store near you.



CERTIFIED FOR FARM SAFE
FOOD HANDLING AND
ENVIRONMENTALLY
RESPONSIBLE PRACTICES

CERTIFIED.NY.GOV

**Working together will not only strengthen our
cheese industry but will enable its growth.**



**LET'S WORK TOGETHER TO
CONNECT THE DOTS..**



**Agriculture
and Markets**

THANK YOU