

“Now more than ever, restaurant patrons are mindful of the food they eat, where it comes from, and how it is grown. Food safety and sustainable agricultural practices have never been more important. That is why the NYS Restaurant Association proudly supports Governor Cuomo’s new initiative — “New York State Certified”— so consumers can feel more confident about what they eat and where they are eating, and to provide a real benefit to New York State’s food industry.”

**MELISSA AUTILIO FLEISCHUT**

President and CEO,  
New York State Restaurant Association

"The NY Apple Industry prides itself on our food safety record. Our apple growers and shippers presently adhere to and comply with a number of on-farm Good Agricultural Practices ( GAP) and third party audits. Meeting and exceeding food safety standards for the NY Apple industry is standard procedure and having a New York State Certified Program to now identify those practices is yet another tool that New York agriculture can be proud of."

**JIM ALLEN**

President  
New York Apple Association



**Agriculture  
and Markets**

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# INTRODUCING NEW YORK STATE CERTIFIED

Good for New York's food industry.  
Good for New York's families.



**Agriculture  
and Markets**

# NOW YOU CAN SHOW YOUR CUSTOMERS JUST HOW GOOD THE FOOD IS IN NEW YORK STATE.

New York State's agriculture industry is one of our great assets. Keeping it growing and thriving is one of the most important things we can do.

## SAFETY AND SUSTAINABILITY

As part of our continuing support of the food industry, New York State is introducing a new voluntary program to meet the new consumer demand for high quality food and responsible environmental practices.

The program is called New York State Certified, and is designed to create awareness and visibility for New York's safety and sustainability programs as well as make customers feel more confident about buying New York made products in stores, markets, supermarkets and restaurants.



## THE LABEL TELLS A STORY

This program will be supported by a multi-million dollar state-funded marketing campaign to create awareness of the program and the desire for certified products.



Qualifying participants will now be able to display a new, high-impact label to clearly identify that they meet the quality standards of Agricultural Environmental Management (AEM) and food safety programs such as the USDA Good Agricultural Practices (GAP) program for produce.

This seal of approval and recognition will be an important promotional advantage for all participants as it will clearly stand out and tell the consuming public the food is safer, fresher and produced in ways that protect our environment's future.

## RESEARCH TESTED EFFECTIVENESS

Recent research shows that this kind of state certification will be welcomed by consumers, who now more than ever are careful about what they eat and who they trust. Your participation is key to making customers feel more confident about the food they buy.

*More information will be coming soon. So be on the lookout for ways you can join and participate in this important new advantage available only to New York State's food industry.*

