



**2015 Purchasing Forum
& Trade Show**

Buy NY: Supporting NYS Agri-Business

Opportunities on the Horizon

May 20 & 21, 2015



Agenda

- Buy NY Initiative Overview
- Healthy Food Procurement Initiative
- Department of Agriculture & Markets
- DOCCS
- Questions



Buy NY Initiative Overview

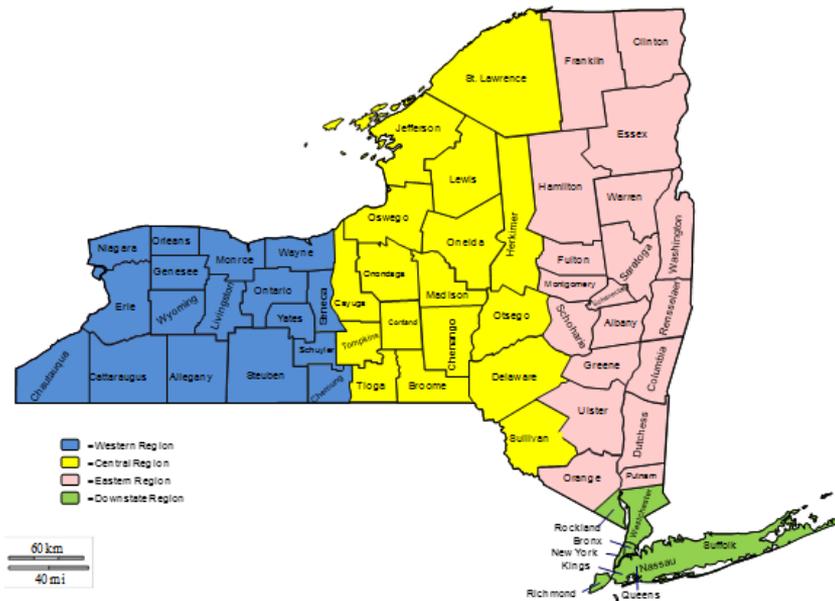
- **The Goal:** Increase the purchase of NYS products by state and local governments.
- **The Team:** NYS OGS, Ag & Markets, DOCCS, ESD, OMH, DOH, & Cornell Cooperative Extension
- **The Plan:**
 - Establish new centralized contracts.
 - Maximizing agricultural partnerships.
 - Educating all members of the food supply chain.
 - Supporting healthy living and obesity prevention initiatives.



Current Food Contracts

There are 11 active OGS centralized contracts for food:

- Baked goods, statewide
- Commercial food, statewide / regional
- Fluid milk, statewide
- Retail food, downstate region



Search for contracts on www.nyspro.ogs.ny.gov

Buy NY Food Contracting

OGS plans to augment current contract offerings by identifying new approaches to food procurement:

- Service oriented contracts for food
- Multiple award / backdrop contracts
- New procurement models yet to be defined



Building new business relationships that connect buyers and sellers will be the key to our success!



The Benefits of Buying Local

- Creating business opportunities for New York farmers and food processors.
- A better understanding of where your food comes from.
- Contributing to the buy local food movement.
- Promoting healthy living initiatives.



How Can I Buy NYS Food Products?

State agencies must follow the order or precedence.



Remember...

Under the law, all government entities are not the same:

- Authorities operate under Public Authorities Law.
- State agencies operate under State Finance Law.
- Municipalities (counties, cities, towns, etc.) operate under General Municipal Law.
- School districts operate under General Municipal Law and State Education Law.

Follow the procurement rules that apply to your organization!



Buy NY Resources on NY.Gov

The image shows two overlapping screenshots of the Buy NY website on NY.Gov. The top screenshot displays the 'How to Buy NY Products' page, dated April 10, 2015. It features a blue header with the 'Buy NY' logo and a navigation menu. The main content area includes a 'SECTION' dropdown menu with 'Overview' selected, and a sub-section titled 'Overview' with a brief description of the Buy NY program. The bottom screenshot shows the 'Resources' page, which lists various programs and initiatives such as 'American Farmland Trust', 'Farmers Market Federation', 'Farm to School Program', 'Farm Viability Institute', 'FINYS', 'FreshConnect', 'Healthy Kids, Healthy New York After-School Initiative Toolkit (PDF)', 'New York Apple Association', 'New York Farm Bureau', 'New York State Council on Food Policy', 'Pride of NY', and 'Taste of NY'.

www.ny.gov/programs/buy-ny

- Learn how to buy NY products.
- Find resources and event information.
- Get quick facts about NY food.
- Get info on other food programs in NY (like Pride of NY and FreshConnect).



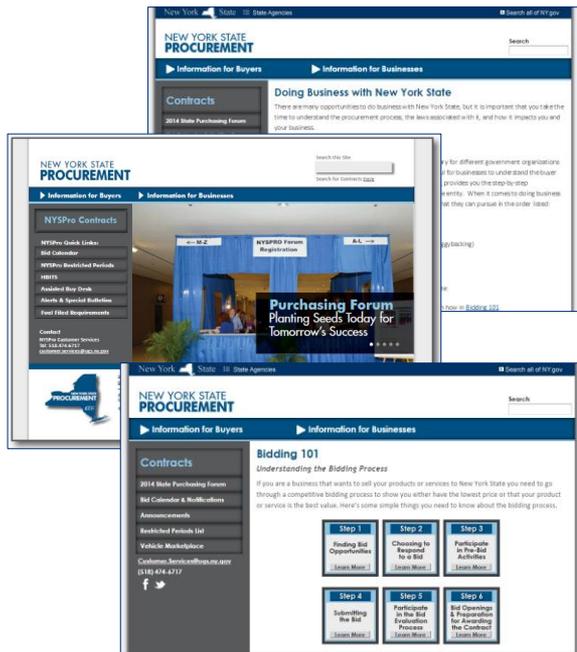
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Other Helpful Resources

- **Cornell Cooperative Extension:** www.cce.cornell.edu
- **NYS Council on Food Policy:** www.nyscfp.org
- **NYS Dept. of Agriculture & Markets:** www.agmkt.state.ny.us
- **Pride of New York:** www.prideofny.com
- **Taste of NY:** www.taste.ny.gov



Website & Contact Information



Contact us today!

- **Milk:** OGS.sm.PS_SW_Dairy@ogs.ny.gov
- **Food:** OGS.sm.SST_food@ogs.ny.gov
- **Customer Service:** customer.services@ogs.ny.gov
or call (518) 474-6717



Find procurement resources:

www.nyspro.ogs.ny.gov



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Healthy Food Procurement Initiative



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Serving Size and Calories

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container about 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Proteins 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

Trans Fat and Sodium

Fiber
Sugar

Trans Fats: 0g trans fats

Sodium:

- Canned vegetables and beans: 140mg or less per serving
- Luncheon meat: 480mg or less per serving

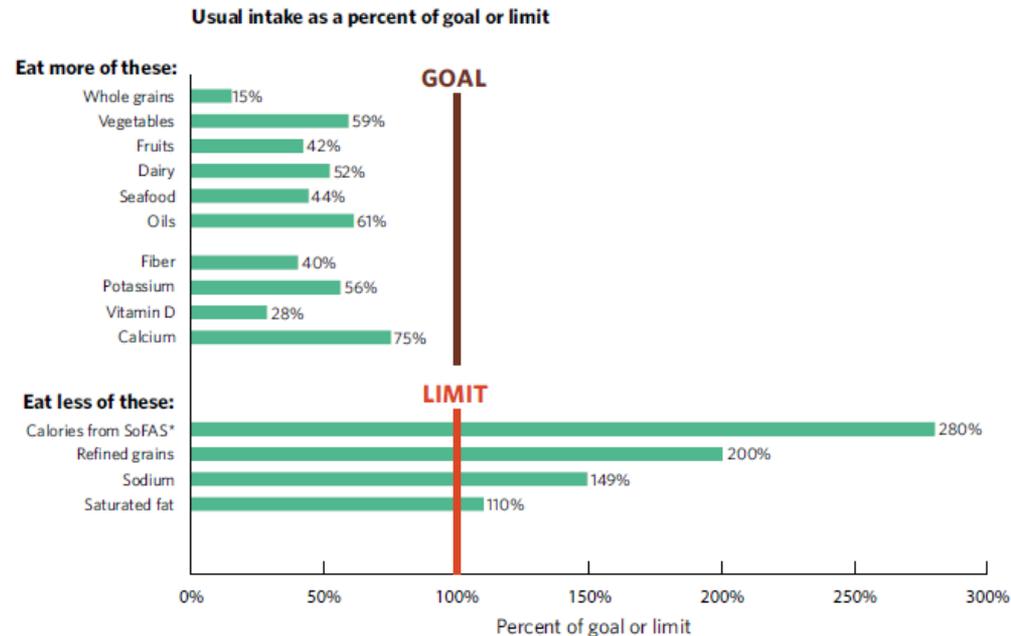
Bread:

- Whole wheat/whole grain
- 2g or more of fiber per serving



Dietary Guidelines for Americans 2010

FIGURE 5-1. How Do Typical American Diets Compare to Recommended Intake Levels or Limits?



2010 Dietary Guidelines

Overall,
Americans
consume too much
fat, sugar and
sodium, and too
many calories.



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NYS Council on Food Policy



NEW YORK STATE
COUNCIL ON FOOD POLICY



Creation & Mission of the NYS Council on Food Policy

The New York State Governor's Office issued **Executive Order No. 13** on May 18, 2007 that established the New York State Council on Food Policy (NYS CFP). NYS CFP was created with the recognition that agriculture is a critically important industry to New York State, that hunger is a serious problem facing many families; that access to affordable, fresh and nutritious food is a serious problem; and that there are significant environmental, health and economic benefits from expanding agriculture production, including locally-grown and organically-grown food.

Commissioner Richard Ball



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Recommendations on Food Procurement Guidelines

A Report and
Recommendations by
the Workgroup on
Food Procurement
Guidelines to the:

New York State
Council on Food Policy

[September 2012]

- ▶ Set of recommended nutrition standards for foods and beverages procured, purchased and/or served by NYS agencies
 - ▶ Defined per serving of food (found on the Nutrition Facts Panel)
- ▶ Recommended that preference be given to foods from local NYS growers/processors to optimal nutritional value, where possible

www.nyscfp.org/Food_Procurement_Guidelines.pdf



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Guidelines for Purchased Food



Nutrient Standards

- Artificial Trans Fat
- Sodium

Food Category Standards

- Beverages
- Dairy
- Bread, pasta and other grains and starches
- Cereal
- Vegetables
- Fruits
- Tuna, salmon and other seafood
- Poultry
- Beef and pork
- Luncheon meat
- Condiments and sauces
- Frozen whole meals
- Soups and Broth



Next Steps

- Support Buy NY Initiative to increase access to and availability of locally grown NY vegetables and fruits
- Work with food distributors/vendors to identify and source products that meet guidelines, to increase availability and supply
- Promote the use and consumption of these healthier products
- Develop a system to flag foods that meet guidelines, in parallel to system being developed to support state agencies in reporting locally sourced foods



Thank you!

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Questions?



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