

Prepare with Pride.

Serve with Pride.

Profit with Pride.

Join with Pride.



The Pride of New York Program.

Increasing awareness and building preference for
New York State food and agricultural products.



Application for Participation in the Pride of New York Program

The Pride of New York Program was created to promote the sale of agricultural products grown and food products processed within New York State. The Program is designed to partner with members to highlight the benefits of fresh, locally produced food and agricultural products. The Program, together with our members, works to encourage strong, new partnerships, promote the brand and build consumer awareness.

To determine your eligibility to participate in the Pride of New York Program, please answer the following questions.

1. Applicant information

Business Name _____

Federal ID # or SS # _____

Contact Name _____

Street/Address _____

Street/Address _____

City/State/Zip _____

County _____

Telephone _____

Fax _____

E-Mail _____

Web Site _____

2. Type of operation

- Growers/Farm Businesses
- Vineyards & Wineries
- Food Processors
- Wholesalers & Distributors
- Retailers
- Direct Marketers
- Restaurants/Foodservices Entities
- AgriTourism Destinations
- Culinary Arts & Related Programs
- Support Groups & Related Trade Associations

3. Is your product(s) or the product(s) you intend to promote:

- Grown in New York State
- Processed in New York State

4. If you process your food product, are you licensed by the New York State Department of Agriculture and Markets or any other governmental agency?

- Yes
- No

If yes, please indicate the following:

Type of License _____

License Number _____

Expiration Date of License _____

5. Does your product or the product(s) to be promoted by you, and your processing facility, if any, meet the applicable requirements of New York State and federal laws, and the Pride of New York standards annexed to this application?

- Yes
- No

6. Do you have a UPC (12-digit universal price code) on your product(s)? A UPC is not a prerequisite for participation.

- Yes
- No

Type of Restaurant:

- Tavern/Bar
- Quick Service
- Fast Casual Dining
- Fine Dining
- Ethnic
- Catering
- Commercial/Onsite Foodservice
- Government/Industrial Foodservice

Number of Employees:

- 1-19
- 20-49
- 50-99
- 100-249
- 250-499
- Over 500

Do you prepare/serve:

- Kosher foods
- Organic foods
- Ethnic foods
- Vegetarian foods

What NYS foods and/or products do you currently feature?

Where do you purchase these foods? (Direct, Wholesale, Broker/Distributor)

Are you having difficulty in sourcing any particular food products grown or processed in New York State? Yes No

If so, what products?

How often does your menu change? _____

Do you have: Daily specials Weekly specials Monthly specials

Are you interested in sourcing heritage, organic, or other unique NYS food products?

Yes No

If yes, please list.

Do you currently serve New York wines? Yes No

Approximately, how many varieties? 1-10 10-20 20-30 Over 30

Please continue to Page 4 for Program Requirements and Agreement.

PROGRAM REQUIREMENTS

If accepted by the Department into the Pride of New York Program, participants must abide by the following requirements:

- Participants must submit a one-time fee of \$25.00, made payable to the Department of Agriculture and Markets. (Please submit payment with this application.)
Mail to:
New York State Department of Agriculture and Markets
10B Airline Drive, Albany, NY 12235
ATTENTION: Pride of New York Program
- The Pride of New York logo must only be used on products, containers/packaging, or promotional materials which meet the following requirements: a) agricultural products grown as well as food products processed or produced within New York State and b) meet the standards annexed to this application.
- Retail displays of products maintained by the Participant for which the logo is used must be kept clean and orderly.
- Participants must maintain records concerning the use of the logo and allow the Department to examine such records.
- If the logo is used in conjunction with a private logo or mark, such use must not be misleading or detract from the Pride of New York logo or Program in any way, as determined by the Department solely. In the event that the Department gives notice that a particular use has been found to detract from the Pride of New York logo or Program, or is in any way misleading, the Participant must immediately cease such use, or modify it to the Department's satisfaction.

CERTIFICATION AND AGREEMENT

The undersigned certifies that the answers provided in the above application are accurate and complete and that he/she is duly authorized to execute this document. If accepted into the Program, the applicant, as a Participant, agrees to comply fully with the Pride of New York Program requirements and product standards annexed to this application, or as they may be subsequently revised upon receiving written notice thereof from the Department.

The Participant acknowledges the Department's exclusive right, title, and interest in and to the logo, and will not in any manner claim or represent that it has any ownership in the logo. The Participant further acknowledges and agrees that use of the logo shall not create any right, title or interest in the Participant and upon termination of the agreement, the Participant will cease and desist all use of the logo.

The Participant understands and agrees that participation in the Program shall continue until terminated by either the Department or the Participant upon written notice to the other party at least 15 days prior to the date of termination; provided that in the event the Participant fails to comply with the Program requirements and standards, the Department may terminate participation in the Program effective upon one day written notice to the Participant.

Signature of individual authorized to execute application & agreement

Name (typed or printed)

Title

Date

Upon its determination that an applicant is eligible to participant in the Pride of New York Program, the Department shall give written notice thereof to the applicant. Thereupon and not before, the applicant shall be deemed to be a Program Participant with authorization to use Pride of New York logos for labels and promotional materials in accordance with the requirements and standards set forth above and agreed to herein. Labels and promotional materials produced by the Department shall be available to Participants at cost.

*For additional information, contact the manager of the Pride of New York Program at **518-457-7229**, or via e-mail to **prideofny@agmkt.state.ny.us**.*

The Agriculture and Markets Law authorizes the Commissioner to develop, coordinate, and conduct programs for advertising, publicity, and general promotion of agricultural products and food products grown, processed, packed or otherwise made within the State and to charge fees for promotional materials used in such programs. The Pride of New York Program was developed for the promotion of agricultural products grown as well as food products produced or processed (by manufacturing, canning, preserving, freezing, drying, dehydrating, juicing, pickling, baking, brining, bottling, pressing, heating or cooking) within New York State.

The Pride of New York logo identifies New York agricultural and food products that meet the Program's standards. The Pride of New York logo may be used on labels and other promotional materials. It may also be used in conjunction with a private logo or mark, provided such use is not misleading and does not detract from the Pride of New York logo or program.