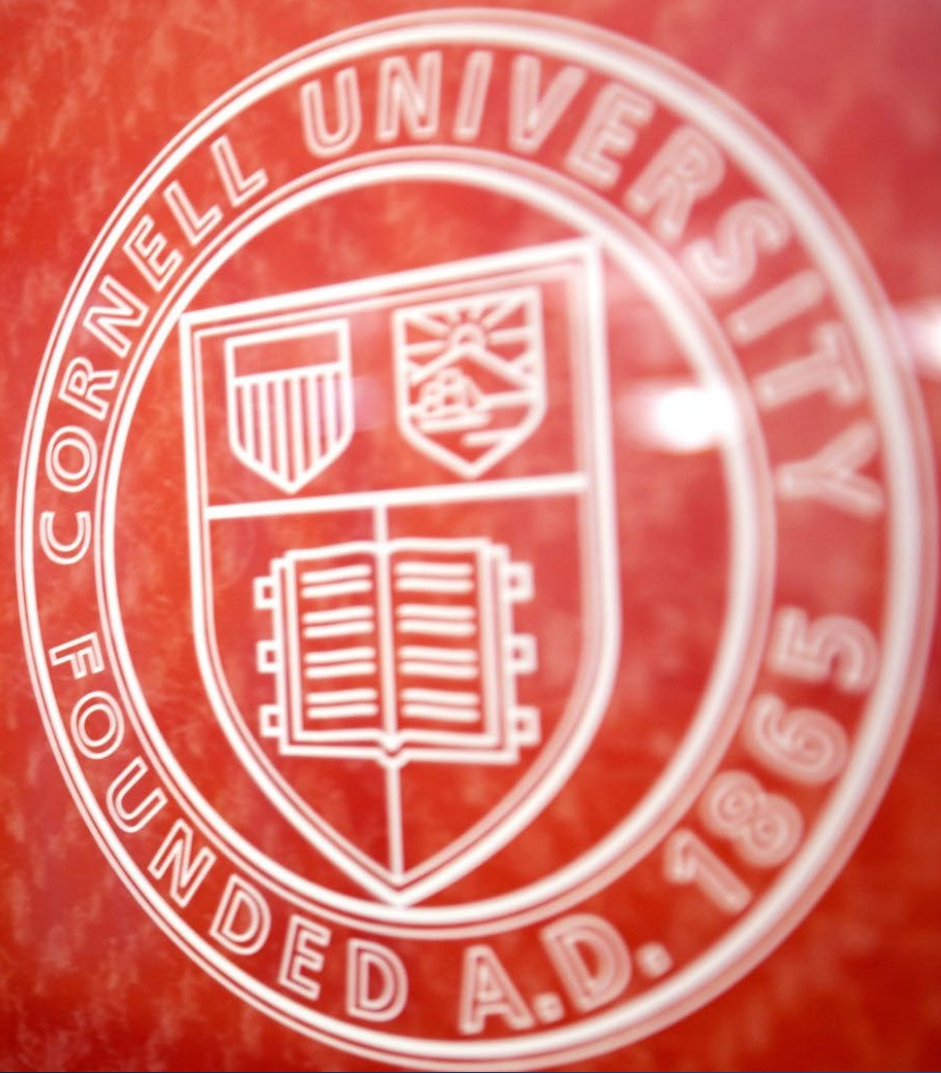


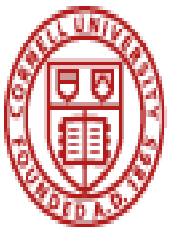


Extension Asst. Director - Food Systems & Econ Dev

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**Agriculture
and Markets**



Cornell University
Cooperative Extension



Economic Development through Taste NY

WHAT IS TASTE NY?

THE OFFICIAL EAT-LOCAL, DRINK-LOCAL PROGRAM FOR NEW YORK STATE

Taste NY highlights the quality, diversity, and economic impact of food and beverages grown, processed, or produced in New York State.

Taste NY introduces consumers to the world-class products made right here in New York, helping to create new economic opportunities for our farmers and for our food and beverage producers.



WHERE IS TASTE NY?

Now available in more than 70 locations throughout the State including:

- Eleven regional Welcome Centers
- Taste NY Bistro at the Javits Center/Grand Central
- Standalone markets; smaller stores
- Kiosks and product displays can be found in Thruway Service Areas, transportation hubs (JFK, LaGuardia, Albany International Airport etc.), and in sports arena concessions



LONG ISLAND**



NORTH COUNTRY**



FINGER LAKES



SOUTHERN TIER**



WESTERN NY**



CAPITAL REGION**



FREE STANDING MARKETS

EQUAL RIGHTS
HERITAGE CENTER**



FRONT STREET**



TODD HILL**



PUERTO RICO



WHO BENEFITS?

- New York State food and beverage producers who grow, process, or produce in NYS are eligible to join. Presently, nearly 2,000 businesses participate.
- The exposure from Taste NY helps producers and small businesses reach more customers, increase on-line sales, and, in many cases, expand their processing capacity.
- Taste NY has generated over \$100 million in sales for NYS agricultural producers since its inception.
- Tourism industries, local communities, and consumers also benefit
- Extension benefits!



Extension Mission

- **Business planning**
- **Customer identification**
- **Wholesale education**
- **Customer education
Sampling**
- **On Farm Assistance**
- **B2B events**
- **e-commerce**
- **Merchandising/packaging**
- **Product development**
- **Diversity within product lines**

DEVELOPMENT



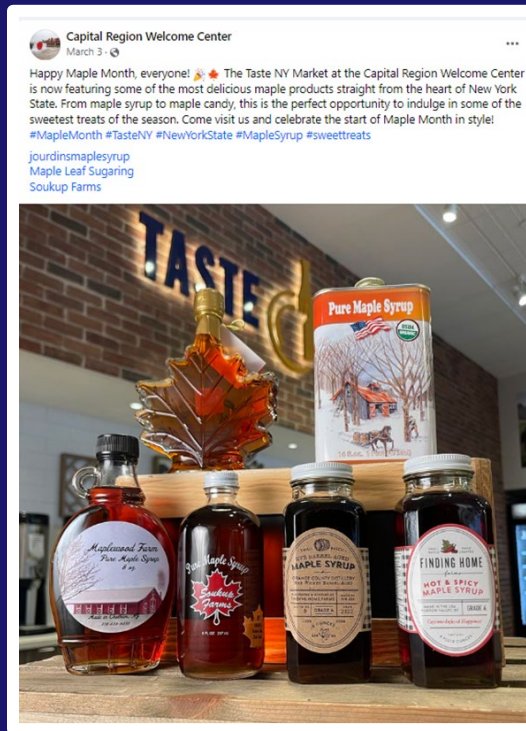
Product development workshops help to get NYS products to market for greater product selection, creating a strong food economy.

<https://news.cornell.edu/stories/2025/10/cornell-training-program-aims-boost-nys-food-entrepreneurship>



MARKETING

- Nearly 80,000 social media followers across all Taste NY platforms and accounts.
- Monthly promotions with an agricultural focus are coordinated program-wide (Maple Month, Dairy Month, etc.).
- In-store and off-site events are held to strengthen brand awareness in each region.



Goat Farts

- Started with one bar of soap at craft fairs
- Put on the shelves on the highway
- Started with goat soap lotion – travelers loved it!!
- New retail outlets ordering across the USA



IMPACT

It's all in the name! GOAT FARTS

- More Goats 4 – 400
- Infrastructure & job creation
- on farm shop
- soap making classes
- goat yoga
- expanded product line
- Tourism Destination - Open Farm Weekends

Increase economic impact 3000% plus multiplier effect.



NYS Sales at Events

2023 Sales of NYS Craft Beverages, Wines, Food Products:

- **AMERKS \$741,832.50** (not bad for only half a season!)
- **BUFFALO BIONS \$1,634,207.50** (Taste NY sponsored “716” Day promoted local products)
- **CIDER DONUTS (RENEGADES) \$425,369.04** (TNY sponsored new “Cider Donuts” branding at 4 games)
- **ROCHESTER RED WINGS \$2,130,501.57** (Top selling products: Craft Beer, \$1,115,263.40; and NYS food products \$952,875.27)
- **SYRACUSE METS \$1,056,171**

PRELIMINARY TOTAL: \$5,988,081.61

Goal: to increase presence at events

AGRITOURISM



Working with farms to grow agritourism
on farms- based on product demand

County CCE Offices highlight farm trails
and u pick operations across the State



Taste NY hosts over 20,000 events on
Kiosks in each travel center, driving
travelers to wineries, you pick operations,
state parks, festivals and the like.

Leveraging Taste NY



<https://news.cornell.edu/>

GROW NY



<https://www.grow-ny.com/>

THANK YOU!!

Q & A