NY 30% Initiative Documentation Requirement Guide

This guide provides unofficial guidance on the tracking and documentation required for the NYS 30% Initiative. While NYSED was consulted in the compilation of this document, School Food Authorities are ultimately responsible for ensuring their individual tracking processes and documentation are accurate and sufficient.

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Harvest NY and the 30% NY Initiative Documentation Guide

Harvest NY’s goal is to expand and enhance Cornell Cooperative Extension’s regional agriculture programs to spur agricultural economic development in New York State. Our Local Foods program increases investment and jobs in agriculture and food systems to enhance the viability of farms through expansion, value-added production, diversification, and distribution of locally-produced fruits and vegetables. Through our Farm to Institution initiatives, we strive to strengthen NY’s food and farming industry, and to increase school and institutional knowledge of NY agriculture, food systems, and nutrition by providing boots on the ground support to local supply chain partners, and statewide support via resource development, training, and technical assistance. We believe investing in local agriculture is vital to creating healthy, sustainable food systems that provide New Yorkers with equitable food access and healthy diets.

This guide focuses on the documentation required to accurately and sufficiently demonstrate products qualify as being NY products per the NY State Department of Education’s parameters. It was developed by Harvest NY as general guidance designed to prepare School Food Authorities to be successful in their 30% NY initiative audits. However, every scenario and food chain is different which makes a one size fits all approach challenging. An overall best practice is to obtain more documentation than you think you may need, as it is cumbersome, and at times impossible, to get the proper documentation several months after actual purchases were made.
### Documentation Requirement Basics

**Unprocessed NY Products:** Raw whole fruits and vegetables.

- Invoices: must list “NY” next to item, and/or provide a subtotal of NY items that clearly shows the food items included in the NY subtotal (if invoice doesn’t indicate “NY,” see page 14 for acceptable documentation).

- From farmer directly delivering product:
  - Signed letter on company letterhead listing their NY farm products and their farm address, OR
  - Email/letter including farmer’s name, title, farm name, and farm address.

- From produce distributor: List of farms from which they source (must be the farms that grew the produce, not resold another farm’s product), farm address, and what items they source from those farms.

**Processed NY Products:** Anything that isn’t a raw whole fruit or vegetable. Including but not limited to:
- Cut, chopped, peeled, or shucked fruits and vegetables
- Frozen fruits and vegetables
- Meat
- Dairy products
- Maple syrup and honey
- Packaged products (chips, juice, flour, etc.)

- If item is NY Grown & Certified, no Product Formulation Statement (PFS) is required. Be sure to provide documentation that product is NY Grown & Certified.

- Product Formulation Statements are required.
  - A PFS statement is required for each processed product included in the final product. As such, multiple PFS may be required. In other words, any processed item listed on a PFS needs its own PFS.

**Separated Breakfast Costs**

- Documentation of how breakfast costs are separated.
- Complete breakfast and/or lunch production records.
- Percentages are unacceptable (track your milk!).

**Use of NYS Products at Lunch**

- Complete lunch production records.
- For a la carte items, may use menu showing product was served.

**Total NYS Money Requirement**

- Revenue and Expenditure Report from school’s accounting system.
**Tracking Basics**

- Retain all NY food purchase documentation, including invoices, packing slips, and product formulation statements.
  - If documentation seems unclear or insufficient, or if you are still working on gathering this information, take a picture of the case label and keep it with your records.
- Invoices from distributors SHOULD state that a product is “NY.”
  - It is not enough to have a different ordering account # with your distributor under which you only purchase NY products. The invoice must, when possible, still indicate “NY” next to each item.
  - “Homegrown” and “Local” are not acceptable alternatives to “NY.”
  - NOTE: If the invoice doesn’t indicate “NY”, additional documentation is required. See page 14 for more details.
- Production records are required. Percentages are unacceptable. Estimating a percentage of lunch milk usage, for example, will automatically disqualify all milk purchases.
NY Grown & Certified

- Schools must maintain documentation that a product is NY Grown & Certified. Acceptable documentation includes:
  - Producer listing from the NY Grown & Certified website.
  - Copy of producer’s NY Grown & Certified certificate (obtain from producer).

Product Formulation Statement Basics

- Must be completed by the PROCESSOR
- The “Total amount of all NYS ingredients” and “Total amount raw product” must be listed as weight/volume, NOT as a percent.
- The “Product Code,” “Product Batch/Run,” and “Production Date” must tie back to the invoice or packing slip, which must be kept with your documentation.
  - If the Processor/Manufacturer and the Distributor/Vendor use different product codes, additional documentation is required to link the PFS to the product received. See page 14 for more details.
  - If the manufacturer produces a NY version of that product with a consistent % of NY ingredients, the “Product Batch/Run” and the “Production Date” should simply state “ALL.”
    - In this case, the Product Code MUST be unique to the product (it cannot be used for a NY and non-NY formulation of the product).
    - By stating “ALL” you eliminate the need to tie back to the invoice or packing slip.

Minimally Processed Produce

Minimally Processed Produce is any produce that is not in its whole, raw form. Peeling, chopping, cutting, freezing, drying, cooking, and pureeing are all considered forms of “processing.” Examples of processed produce include:

- Shucked corn
- Potato wedges
- Shredded cabbage/coleslaw
- Peeled carrots
- Cubed butternut squash

Product Formulation Statements for Minimally Processed Produce

- PFS are required for all minimally processed produce.
- PFS must be completed and signed by the processor.
  - If the product is processed by the farm that grew it, that farm is the processor. You may or may not need a PFS (see below scenarios).
- If product from multiple farms is aggregated, the individual farm names and addresses must be listed on the PFS, but you may list one total product amount (does not need to be broken down by farm).
→ **Scenario #1:** You purchase raw potato wedges from Bippert’s Farm Market, a grower and distributor. Bippert’s sourced the whole potatoes from Aldinger’s Farm and then sent them to a processor to be processed. The processor must complete a PFS.

→ **Scenario #2:** You purchase shucked corn from Eden Valley Growers (EVG). EVG farmers grew the corn and it was shucked on site. You do not need a PFS, but it must be clear on the invoice, or other documentation, such as a letter, that the corn was grown by EVG and not mixed with any corn not grown in NY.

→ **Scenario #3:** You purchase shucked corn from Bippert’s. Bippert’s got it from EVG, who grew and shucked the corn on site. You need a PFS from EVG.

→ **Scenario #4:** You purchase shucked corn from Bippert’s. Bippert’s bought the corn from the Genesee Valley Produce Auction and then shucked it on site at Bipperts. Bipperts is thus the processor and must complete a PFS.

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### Accurate Example of PFS for Scenario #1

<table>
<thead>
<tr>
<th>Processor Name: Name of PROCESSOR (not farmer or distributor)</th>
<th>Accurate Example of PFS for Scenario #1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Name: Ex. Potato Wedges</td>
<td></td>
</tr>
<tr>
<td>Product Code: Must track to invoice, label, or packing slip. If it doesn’t, additional documentation is required.</td>
<td></td>
</tr>
<tr>
<td>Product Batch/Run #: Must track to invoice, label, or packing slip, OR be “All”</td>
<td></td>
</tr>
<tr>
<td>Production Date(s): Date or dates must track to invoice, label, or packing slip, OR be “All”</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NYS Ingredient Name</th>
<th>NYS Ingredient Business/Farm of Origin Information</th>
<th>Amount of NYS Ingredient¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potatoes</td>
<td>Aldinger Farms Aiden NY 14086</td>
<td>175 lbs.</td>
</tr>
</tbody>
</table>

Total amount of all NYS ingredients¹: 175 lbs.
Total amount raw product¹: 175 lbs.
Percent of NYS ingredients in product²: 100%

¹Amount in batch/run listed consistently by either weight or volume
²Total amount of NYS ingredients ÷ Total amount of raw product x 100
### PFS for Minimally Processed Produce

**Processor Name:** The Hub on the Hill  
**Product Name:** Carrot Slices (Coins, Raw)  
**Product Code:** 011620  
**Product Batch/Run #:** 011620  
**Production Date(s):** 01/16/2020

<table>
<thead>
<tr>
<th>NYS Ingredient Name</th>
<th>NYS Ingredient Business/Farm of Origin Information</th>
<th>Amount of NYS Ingredient¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrot</td>
<td>Juniper Hill Farm, Wadhamns, NY</td>
<td>12993, 150 lbs</td>
</tr>
</tbody>
</table>

| Total amount of all NYS ingredients¹ | 150 lbs |
| Total amount raw product¹ | 150 lbs |
| Percent of NYS ingredients in product² | 100% |

¹Amount in batch/run listed consistently by either weight or volume  
²Total amount of NYS ingredients ÷ Total amount of raw product x 100

I certify the above information is true and correct and that the product identified above is comprised of over 51 percent agricultural raw materials grown, harvested, or produced in NYS, by weight or volume.

---

**Signature of Official Company Representative:** Jori Wekin  
**Date:** 1/22/20  
**Title:** (518) 418-5564  
**Phone Number:**
Animal-Based Proteins

Animal-based proteins include:

- Eggs
- Poultry
- Fish
- Meat

Product Formulation Statements for Animal-Based Proteins

- PFS are required for all Animal-Based Proteins except eggs.
  - Farm name or “NY” must be listed on invoice for eggs.
    - See page 14 if farm name or “NY” aren’t indicated on the invoice.
  - If a company is NY Grown & Certified, no PFS is required.
  - PFS must be completed by the processor, NOT the farmer.
- Accompany PFS with a document on processor’s company letterhead detailing their tracking process.
  - Must clearly describe how they ensure the processed product they are returning to the farmer, vendor, or distributor came from the whole animals received from X farm.
  - Must state that the processor is receiving a whole animal.
  - If the Batch/Run # on the PFS can be tied back to the invoice, a letter detailing tracking process may not be needed.
    - Because every situation is unique, it is best practice to include a letter detailing the processor’s tracking process.
Example of INSUFFICIENT Documentation for NY beef (Letter and Invoice; No PFS was provided, but it is required)

**Insufficient Beef Letter**

Zittel’s Family Farm
7226 Taylor Rd
Hamburg, NY 14075
Sandie Zittel: (716) 912-8353
John Zittel: (716) 912-1287

December 2, 2019

ADDRESS REMOVED

To Whom It May Concern:

This letter is to inform you that all ground beef "DISTRICT NAME REMOVED" purchases from Zittel’s is born, bred and raised here on our family farm.

The beef is USDA processed at: Stevens Brothers Processing, 392 Goshen Rd. Panama, NY 14767. Their strict procedures ensure us that the beef sent back to us is from the same cattle we send through their tagging and lot procedures they have in place.

The actual tagging and lot procedures need to be clearly spelled out so anyone reading the letter can understand how the processor ensures the processed beef they are giving back to a farmer/sending to a vendor came from the cows on X farm. This letter just says they keep track—that’s not sufficient.

Sincerely,

Sandie Zittel

Needs to be completed and signed by processor, not farmer.

---

**Insufficient Beef Invoice.** See page 10 for additional required documentation.

<table>
<thead>
<tr>
<th>Pounds</th>
<th>Description</th>
<th>Regular Price</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>Bulk Burger 5 lb</td>
<td>400.00</td>
<td></td>
</tr>
</tbody>
</table>

Description should include the tag#, or something else to tie it back to the PFS.
Example of ACCEPTABLE Beef Documentation (Letter, PFS, and Invoice)

**Company Letterhead/Seal**
123 State Rte 28
Glenford, NY 12433
9/20/2019

To Whom It May Concern:

ABC Quality Meats uses an in-plant tagging system to tag each whole animal we receive from a customer. We slaughter and process the tagged animals received from a customer in an individual lot without any animals from other customers, guaranteeing a customer receives all of and only the meat from the animals they dropped off.

Sincerely,

Tom Thompson
CEO, ABC Quality Meats

**Processor Name:** ABC Quality Meats
**Product Name:** Cow Farm's Ground Beef
**Product Code:** Tag #116 and #117
**Production Date(s):** 1/5/2020

<table>
<thead>
<tr>
<th>Ingredient Name</th>
<th>NYS Ingredient Business/Farm of Origin Information</th>
<th>Amount of NYS Ingredient 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole Cows</td>
<td>Name: Cow Farm, City: Andover, State: NY, Zip Code: 14806</td>
<td>Boneless trimmed beef = 490 lbs. Hanging weight = 1,500 lbs. Ground Beef = 370 lbs.</td>
</tr>
</tbody>
</table>

Shows how you get from the whole cow weight to ground beef weight

**Total amount of all NYS ingredients:**
- 2,400 lbs.

**Total amount raw product:**
- 370 lbs.

**Percent of NYS ingredients in product:**
- 100%

1Amount in batch/run listed consistently by either weight or volume
2Total amount of NYS ingredients ÷ Total amount of raw product x 100

**Pounds | Description | Rate | Reg.**
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>370 lbs.</td>
<td>Ground Beef Tag #116, #117</td>
<td>4.00/lb</td>
<td>$1,480</td>
</tr>
</tbody>
</table>

Includes the tag # to tie back to PFS
Processed Foods

Processed foods include products such as:

- Chips
- Cereals and other grain products (including granola, pasta, and bread products)
- Frozen potato products
- Dairy (including milk, cheese, yogurt, and ice cream)
- Fruit and vegetable products (including tomato sauce, applesauce, and juice)
- Condiments
- Flours

Product Formulation Statements for Processed Foods

- PFS are required for all processed foods that are not NY Grown & Certified.
- Some products may require more than one PFS.
- If product from multiple farms is aggregated, the individual farm names and addresses must be listed on the PFS or in a separate document, but you may list one total product amount (does not need to be broken down by farm).

→ Scenario #1: Issa’s Pita Chips are made by Cedars Bakery and Deli LLC. with flour from Wild Hive Grain Project, Inc. Because flour itself is a processed product, it needs its own PFS. You also need a PFS for the actual pita chips.
### Processor Name: Cedars Bakery And Deli LLC
### Product Name: Issa’s Pita Chips
### Product Code: NYS102
### Product Batch/Run #: 1-16
### Production Date(s): 11/20/19-12/05/19

<table>
<thead>
<tr>
<th>NYS Ingredient Name</th>
<th>NYS Ingredient Business/Farm of Origin Information</th>
<th>Amount of NYS Ingredient[^1]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole Meal Flour</td>
<td>Wild Hive Grain Project</td>
<td>Clinton Corners NY 12514</td>
</tr>
</tbody>
</table>

**Total amount of all NYS ingredients[^1]**: 900lbs

**Total amount raw product[^1]**: 1600lbs

**Percent of NYS ingredients in product[^2]**: 56.25%

[^1]: Amount in batch/run listed consistently by either weight or volume
[^2]: Total amount of NYS ingredients ÷ Total amount of raw product x 100

I certify the above information is true and correct and that the product identified above is comprised of over 51 percent agricultural raw materials grown, harvested, or produced in NYS, by weight or volume.

**Andrew Issa**

**Signature of Official Company Representative**

**Printed Name**: Andrew Issa

**Date**: 12/10/19

**Phone Number**: 716-536-2369
Scenario #2: Welch’s/Cool Tropics Concord Grape Apple 100% Juice Cup is made by King Brands on behalf of Cool Tropics, with Concord grape juice concentrate that is made from grapes harvested from farms in Welch’s grape cooperative. One PFS is needed for the grape juice concentrate, and another is needed for the final product. Also required: 1) List of farmers in Welch’s grape cooperative; 2) Letter describing relationship between Welch’s, Cool Tropics, and King Brands (because the relationship is unclear on the PFS).
Example of Improperly Completed PFS:

<table>
<thead>
<tr>
<th>Processor Name: New York Chips</th>
<th>Product Name: Wavy Sea Salt (bulk)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Code: 6231</td>
<td>Product Batch/Run #: 03062019</td>
</tr>
<tr>
<td>Production Date(s): March 6, 2019</td>
<td>Amount of NYS Ingredient</td>
</tr>
<tr>
<td>NYS Ingredient Name</td>
<td>NYS Ingredient Business/Farm of Origin Information</td>
</tr>
<tr>
<td>Potato</td>
<td>Marquart Products</td>
</tr>
</tbody>
</table>

**Ingredient and raw product amounts must be a weight or volume, NOT percent.**

Example of Improperly Completed PFS, FIXED!

<table>
<thead>
<tr>
<th>Processor Name: New York Chips</th>
<th>Product Name: Bulk Ripple Potato Chips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Code: 6231</td>
<td>Product Batch/Run #: All</td>
</tr>
<tr>
<td>Production Date(s): All</td>
<td>Amount of NYS Ingredient</td>
</tr>
<tr>
<td>NYS Ingredient Name</td>
<td>NYS Ingredient Business/Farm of Origin Information</td>
</tr>
<tr>
<td>Potatoes</td>
<td>Marquart Bros. LLC</td>
</tr>
</tbody>
</table>

**Product Batch/Run # and Production Dates = “All” because this product is always made with 80% NY ingredients from the same farm.**

**“Amount of NYS Ingredient” = total weight/volume of listed ingredient**

**“Total amount of all NYS ingredients” = total weight/volume of NY ingredients**

**“Total amount raw product” = total product weight/volume**
When Additional Documentation is Acceptable

There are three general scenarios in which NYSED will accept additional documentation to attest to a product’s NY origin:

1. The processor’s Product Code and the distributor’s Product Code don’t match.
   a. Sometimes distributors, including US Foods and Sysco, generate and assign their own Product Codes. These product codes are what will appear on your invoices and velocity reports. However, they will not always match the Product Codes on Product Formulation Statements as they are completed by the product manufacturer/processor.

2. The Batch/Run # and/or Production Date do not track back to the invoice.
   a. Depending on a distributor or vendor’s invoice format, invoices may or may not include Batch/Run numbers or Production Dates.

3. On distributor invoices, “NY” is not listed next to qualifying products, and/or a NY subtotal is not included.

NOTE: Because of the significant differences in distributor invoices and internal operating systems, there is no “one size fits all” solution when the distributor and processor code do not match, or when “NY” or a NY subtotal are not indicated on an invoice. As such, NYSED will consider documentation on a case-by-case basis. SFAs should assess a distributor’s unique system/process to determine whether or not it reasonably connects back to their invoices, and what information needs to be reflected in a letter if it does not.

When Product Codes Don’t Match OR PFS Doesn’t Track to Invoices

This is the additional documentation required when the Distributor Product Code and Processor Product Code don’t match, OR the Batch/Run # and Production Dates don’t track to the invoice.

NOTE: The below guidance also applies when distributor and processor codes for NY Grown and Certified products do not match.

1. Product Formulation Statement (completed by processor)
2. Invoice
3. Letter/statement from distributor demonstrating how they ensure the NY item on the invoice is the item on the Product Formulation Statement, and that this is the item the school received.
   a. NYSED suggests including the following information in the letter:
      i. NY Food Product Information (product name, pack size, manufacturer; must match PFS)
      ii. Production Date (must match PFS, or be “all”)
      iii. Batch/Run Number (must match PFS, or be “all”)
      iv. Processor Product Code (must match PFS)
      v. Distributor Product Code
      vi. Written process of how the processor/distributor ensures the NY food product is being received by schools.

Example of written process: “Food Distribution, Inc. assigns a unique product code to each product received from a manufacturer/processor. Our unique product code is always and only associated with the manufacturer/processor’s code for that product. A record of the code relationships is maintained in our
internal ordering system. If a customer has a manufacturer/processor product code for a product they would like to order, we can look up the manufacturer/processor product code in our system and provide the customer with our associated unique product code which they can then use to order the correct product using our ordering system. Customers can confirm they received the correct product by checking the product code on their invoice/packing slip upon receipt.”

When Distributor Invoice Does Not Indicate NY or List NY Subtotal:

This is the additional documentation required when the Distributor Invoice does not indicate “NY” next to each NY item, or list a NY subtotal.

1. Invoice
2. Letter, statement, or other documentation indicating:
   a. Farm origin name
   b. Farm origin address
   c. Letter must demonstrate the product was grown on the farm indicated