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.

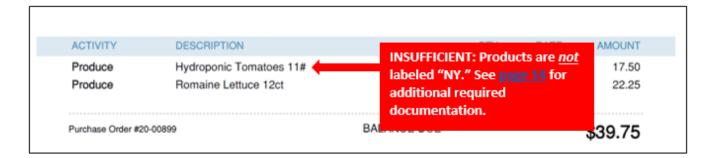
This guide focuses on the documentation required to accurately and sufficiently demonstrate products qualify as being NY products per the NY State Department of Education's parameters. It was developed by Harvest NY as general guidance designed to prepare School Food Authorities to be successful in their 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.

Cornell Cooperative Extension Harvest New York

Documentation	Requirement Basics
<u>Unprocessed NY Products:</u> 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.
 <u>Processed NY Products:</u> 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, 	 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.
etc.) Separated Breakfast Costs	 Documentation of how breakfast costs are separated. Complete breakfast and/or lunch production records. Percentages are unacceptable (track your milk!).
<u>Use of NYS Products at Lunch</u>	 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.
 - o "Homegrown" and "Local" are not acceptable alternatives to "NY."
 - NOTE: If the invoice doesn't indicate "NY", additional documentation is required. See <u>page 14</u> 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.



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Qty	description		Comments	Unit price	Amount
	CASE SLICED APPLE (2 OZ) PETTERSON NY #401410 CONTRACT S2-0006619 K-12 SUBTOTAL OF ALL NEW YORK PRODUCE	Product is labeled and there is a NY subtotal – GOOD		19.95	239.40 239.40
1 1					

NY Grown & Certified

- Schools must maintain documentation that a product is NY Grown & Certified. Acceptable documentation includes:
 - Producer listing from the <u>NY Grown & Certified website</u>.
 - 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 <u>page 14</u> 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).

- → <u>Scenario #1:</u> 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.
- → <u>Scenario #2</u>: 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.
- \rightarrow <u>Scenario #3</u>: 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.
- → <u>Scenario #4:</u> 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.

	e: Name of PROCESSOR	(not farmer or dis	tributor)		ccurate Example of FS for Scenario #1
Product Name:	Ex. Potato Wedges				rs for scenario #1
Product Code: N	fust track to invoice, label,	or packing slip. If	it doesn't, additio	nal documentation	is required.
Product Batch/I	Run #: Must track to invo	ice, label, or pack	ing slip, OR be "A	All"	
Production Dat	e(s); Date or dates must t	rack to invoice, lai	bel, or packing slip	p, OR be "All"	
NYS	NYS Ingredient	Business/Fai	m of Origin l	Information	Amount of NYS
Ingredient Name	Name	City	State	Zip Code	Ingredient ¹
Potatoes	Aldinger Farms	Alden	NY	14086	175 lbs.
Total amount o	f all NYS ingredient	s ¹			175 lbs.
Total amount ra	w product ¹				175 lbs.
Percent of NYS	ingredients in prod	uct ²			100%

Product Name:	Processor Name: The Hub on the Hill Accura Product Name: Carrot Slices (Coins, Raw) PFS f Product Code: 011620 Processor					
				Proc	essed Produce	
Product Batch/						
	e(s): 01/16/2020					
NYS	NYS Ingredien	t Business/Farm	n of Origin	Information	Amount of NYS	
Ingredient Name	Name	City	State	Zip Code	Ingredient ¹	
Carrot	Juniper Hill Farm	Wadhams	NY	12993	150 lbs.	
Total amount of	f all NYS ingredien	ts ¹			150 lbs.	
Total amount ra	aw product ¹				150 lbs.	
Percent of NYS	8 ingredients in prod	luct ²			100%	
Total amount of N [certify the abo	un listed consistently by YS ingredients ÷ Total a ve information is tru er 51 percent agricu lume.	mount of raw pro	duct x 100 nd that the p rials grown,		roduced in NYS,	
Simulture 200	iaial Compony Bon	acantativa				
	icial Company Repr	1/22/20	Title (518) 418-5564			
Jori Wekin		1/22/20	(5	10) 410-5504		

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 <u>page 14</u> 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.
 - \circ $\;$ 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	This letter needs to come from Zittel's Family Farm the processor on processor 7226 Taylor Rd letterhead, NOT from the Taylor Rd letterhead, NOT from the Hamburg, NY 14075 farmer. Sandie Zittel: (716) 912-8353 John Zittel: (716) 912-1287
December 2, 2	019
ADDRESS REMO	WED
To Whom It Ma	ay Concern:
	inform you that all ground beef DISTRICT NAME REMOVED purchases from bred and raised here on our family farm.
14767. Their st	OA processed at: Stevens Brothers Processing, 392 Goshen Rd. Panama, NY rict procedures ensure us that the beef sent back to us is from the same cattle gh their tagging and lot procedures they have in place.
letter can un to a farmer/	agging and lot procedures need to be clearly spelled out so anyone reading the derstand how the processor ensures the processed beef they are giving back sending to a vendor came from the cows on X farm. This letter just says they that's not sufficient.
Sincerely, Sandie Zittel	and is the completed and signed by processor, not farmer.

					See page 1	nt Beef Invoice. 4 for additional documentation.
Pounds 100	Bulk Burger 5 lb	Description	tag#, (ption should in or something els k to the PFS.	Regular Price	Amount 400.00

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Example of ACCEPTABLE Beef Documentation (Letter, PFS, and Invoice)

Company Letterhead/Seal	Acceptable Beef Letter	Key Words/Phrases: • "whole animal"
123 State Rte 28	- 0	 "individual lot"
Glenford, NY 12433	Completed by Beef Processing Company,	 "a customer receives all of and only the meat from the animals
9/20/2019	on company letterhead	they dropped off"
To Whom It May Concern:		
customer. We slaughter and p	er customers, guaranteeing a cust	whole animal we receive from a ed from a customer in an individual lot omer receives all of and only the meat
Sincerely,		
Tom Thompson		
CEO, ABC Quality Meats		

-	Processor Name: ABC Quality Meats Ac						
Product Name:	Cow Farm's Ground Beef						
Product Code:	Fag #116 and #117						
Product Batch/	Run #: Tag #116 and #1	17 🗲 🛛 Ta	g #'s match th	ose on invoice			
Production Dat	e(s): 1/5/2020						
NYS	NYS Ingredien	t Business/Far	m of Origin l	Information	Amount of NYS		
Ingredient Name	Name	City	State	Zip Code	Ingredient ¹		
Whole Cows	Cow Farm	Andover	NY	14806	2,400 lbs.		
1		Shows how	you get	Boneless trimme	d Whole cows = 2,400 lbs.		
States whole co		from the w		beef = 490 lbs.	Hanging weight = 1,500 lbs.		
States whole co		weight to g			Ground Beef = 370 lbs.		
Total amount o	f all NYS ingredient	^{s1} beef weight		-	370 lbs.		
Total amount ra	aw product ¹				370 lbs.		
Percent of NYS	ingredients in prod	uct ²			100%		
	in listed consistently by YS ingredients ÷ Total a						

					Accental	ole Beef Invoice
Pounds	Des	cription	Rat	e	Reg	Sie beer involce
370 Ibs.	Ground Beef Tag #116, #117	Includes the tag # to tie back to PFS		Wib		\$1,480

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).
 - → <u>Scenario #1:</u> 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.

Product Name: Product Code: W	NEWMW	- W	hite Who	olemeal, pr	r Issa's Pita Chips ocessed by Wild I
Product Batch/F Production Date		G	rain Proje	ect, Inc. (Ac	curately Complet
NYS	NYS Ingredient Business/Farm of Origin Informat			Information	Amount of NYS
Ingredient Name	Name	City	State	Zip Code	Ingredient ¹
Soft White Winter Wheat	Hudson Valley Hops and Grains	Anoramdale	NY	12503	2000 lbs
Total amount ra	f all NYS ingredient w product ¹ ingredients in prod				2000 lbs 2000 lbs 100%
Total amount of NY I certify the abov comprised of ove by weight or volu		mount of raw pro	duct x 100 and that the p crials grown,	harvested, or p	roduced in NYS,
	alande			ead of Ope	auons
	cial Company Repr		Tit	*	
Josh LaLa	ande	3/19/20	84	15-266-06	660
Printed Name		Date	Pho	ne Number	

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Processor Name Product Name: Product Code:	Issa's Pi Pita Ch	PFS #2 of 2 required for Issa's Pita Chips: for Issa's Pita Chips, processed by			
Product Batch/	akery and Deli LL				
Production Dat	e(s): 11/20/19-12/05/19			(Accura	ately Completed)
NYS	NYS Ingredien	t Business/Farm	of Origin In	formation	Amount of NYS
Ingredient Name	Name	City	State	Zip Code	Ingredient ¹
Whole Meal Flour	Wild Hive Grain Project	Clinton Corners	NY	12514	900lbs
Total amount o	f all NYS ingredien	ts ¹			900lbs
Total amount r					1600lbs
Percent of NYS	S ingredients in prod	luct ²			56.25%
certify the abo comprised of ov by weight or vol	YS ingredients + Total a ve information is tru er 51 percent agricul ume. SSA Digitally signed by / Date: 2019.12.10 / 1	e and correct an ltural raw mater	d that the pro ials grown, h		
Andrew I				VIICI	
		resentative	Title		
	icial Company Repr	resentative 12/10/19	Title		369

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).

Processor Name: Welch's Product Name: Welch's Concord Grape Juice Concentrate				PFS #1 of 2 required for Welch's/Cool Tropics NY Concord Grape Juice: for Welch's Concord	
and the second	Brix Grape Concentra	Grape Juice Concentrate (Accurately Completed)			
Product Batch/R	un #: ALL				
Production Date	(s): ALL				
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin In			Information	Amount of NYS
	Name	City	State	Zip Code	Ingredient ¹
Concord Grapes	Welch's	Westfield	NY	14787	267.49 M Tons
Total amount of	267.49 M Tons				
Total amount ray	270 M Tons				
Percent of NYS	99.07%				

Processor Name: Product Name:W Product Code: 170 Product Batch/Ru Production Date(elch's Concord Grape 001 In #: ALL	PFS #2 of 2 required for Welch's/Cool Tropics NY Concord Grape Juice: for Welch's Concord Grape Apple Juice Cup (Accurately Completed)			
NYS	NYS Ingredient Business/Farm of Origin In			Information	Amount of NYS
Ingredient Name	Name	City	State	Zip Code	Ingredient ¹
Concerd Grape Julie Concentrate	Welch's	Westfield	NY	14787	2.15 oz
Total amount of a	II NVS ingredie	ntel			2.15 oz
Total amount raw	4.00 oz				
Percent of NYS in	53.78%				
Amount in batch/run Total amount of NYS					

Example of Improperly Completed PFS:

Processor Name: New York Chips Product Name: Wavy Sea Salt (bulk) Product Code:6231 Product Batch/Run #:03062019		Producti back to i	Product Batch/Run # and Production Date must track back to invoice (because they			
the second se	te(s): march 6, 2019	are not i	ndicated as "Al	r").		
NYS Ingredient Name	NYS Ingredien	t Business/Fa	rm of Origin Information		Amount of NYS	
	Name	City	State	Zip Code	Ingredient ¹	
Potato	Marquart Products	Gainesville	NY	14066	85%	
			Ingredient and raw product amounts must be a weight o volume, NOT percent.			
Total amount of	of all NYS ingredient	ts ¹			85%	
Total amount r	85%					
Percent of NY	85%					

Example of Improperly Completed PFS, FIXED!:

Processor Nam	C: New York Chips						
Product Name: Bulk Ripple Potato Chips Product Batch/Run # and Production							
Product Code: 6231 Dates = "All" because this product is							
Product Batch/	Run #: All 🖌		always made with 80% NY ingredients from the same farm.				
Production Dat	te(s): All	monne	ne same farm.				
NYS	NYS Ingredien	NYS Ingredient Business/Farm of Origin Information					
Ingredient Name	Name	City	State	Zip Code	Ingredient ¹		
Potatoes	Marquart Bros. LLC	Gainesville	NY	14066	12.8 oz		
		"Amou weight					
Total amount of all NYS ingredients ¹ "Total amount of all NYS ingredients" =					12.8 oz		
Total amount raw product ¹ total weight/volume of NY ingredients					16 oz		
Percent of NYS	80%						
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 "Total amount raw prod							
product w					eight/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.

<u>NOTE:</u> 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 asses 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.

<u>NOTE:</u> 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

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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