

# 30% Initiative Documentation Updates:

Target Audience: Food Producers, Manufacturers,  
Processors, Farmers

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UPDATED 6/1/20

# Local Foods Program Team

## Hello From Harvest NY!

- Statewide Cornell Cooperative Extension team that aims to:
  - Spur Agriculture Economic Development in NYS
  - Increase Investment & Jobs in Agriculture
  - Enhance Viability of NY Farms



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# Intro

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1. Review the NY 30% Initiative and what qualifies as a “NY Food”
2. Review updates and provide clarification of documentation required for NY 30% Initiative
  - See also: [30% NY Initiative Documentation Guide](#)
3. 30% Product Eligibility Database

**Food producers, manufacturers, processors, and farmers are required to ensure their products meet the eligibility requirements and to provide the necessary documentation.**

NOTE: NYS Dept. of Education (State Ed) was consulted in the development of the 30% NY Initiative Documentation Guide.

# NY 30% Initiative & NY Food Products

## NY 30% Initiative

- A component of Governor Cuomo's *No Student Goes Hungry* Program
- School Food Authorities (SFA's) that spend, at minimum, 30% of school lunch costs on NYS food products receive an increased State reimbursement per lunch served, from \$.059 to \$.25

## NY Food Products

- A food item that is grown, harvested, or produced in NYS; or
- A food item processed inside or outside NYS comprising over 51% agricultural raw materials grown, harvested, or produced in NYS, by weight or volume



Pictured: Eligible NY 30% Initiative lunch. The only non-qualifying NY products pictured are the hotdog bun, the condiments, and the pickles.

# Unprocessed vs. Processed

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## Unprocessed:

- Raw, whole fruits and vegetables

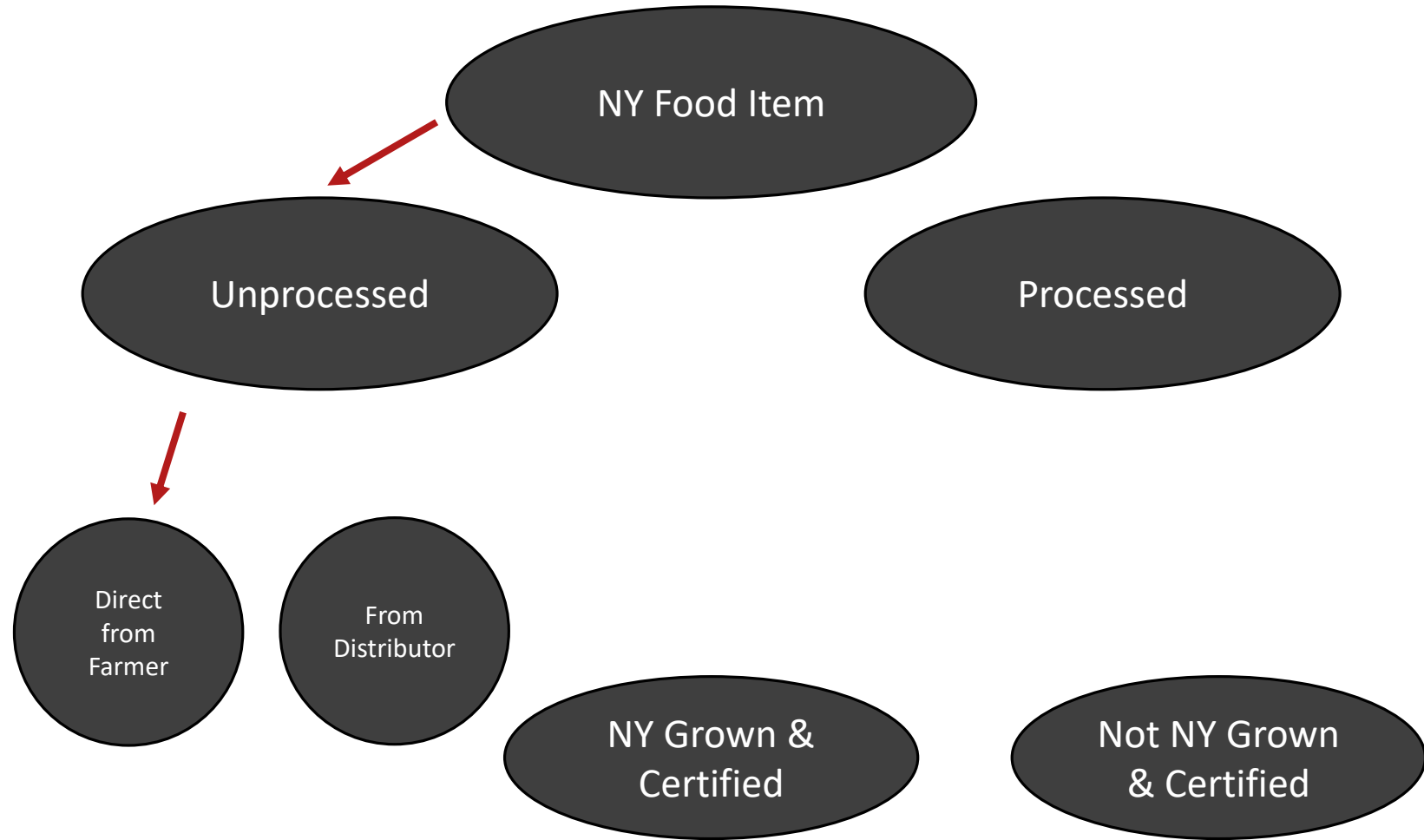
## Processed

- Anything that isn't a raw 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.)

**Whether or not your food item is unprocessed vs. processed will dictate the paper trail you need to provide SFA's**

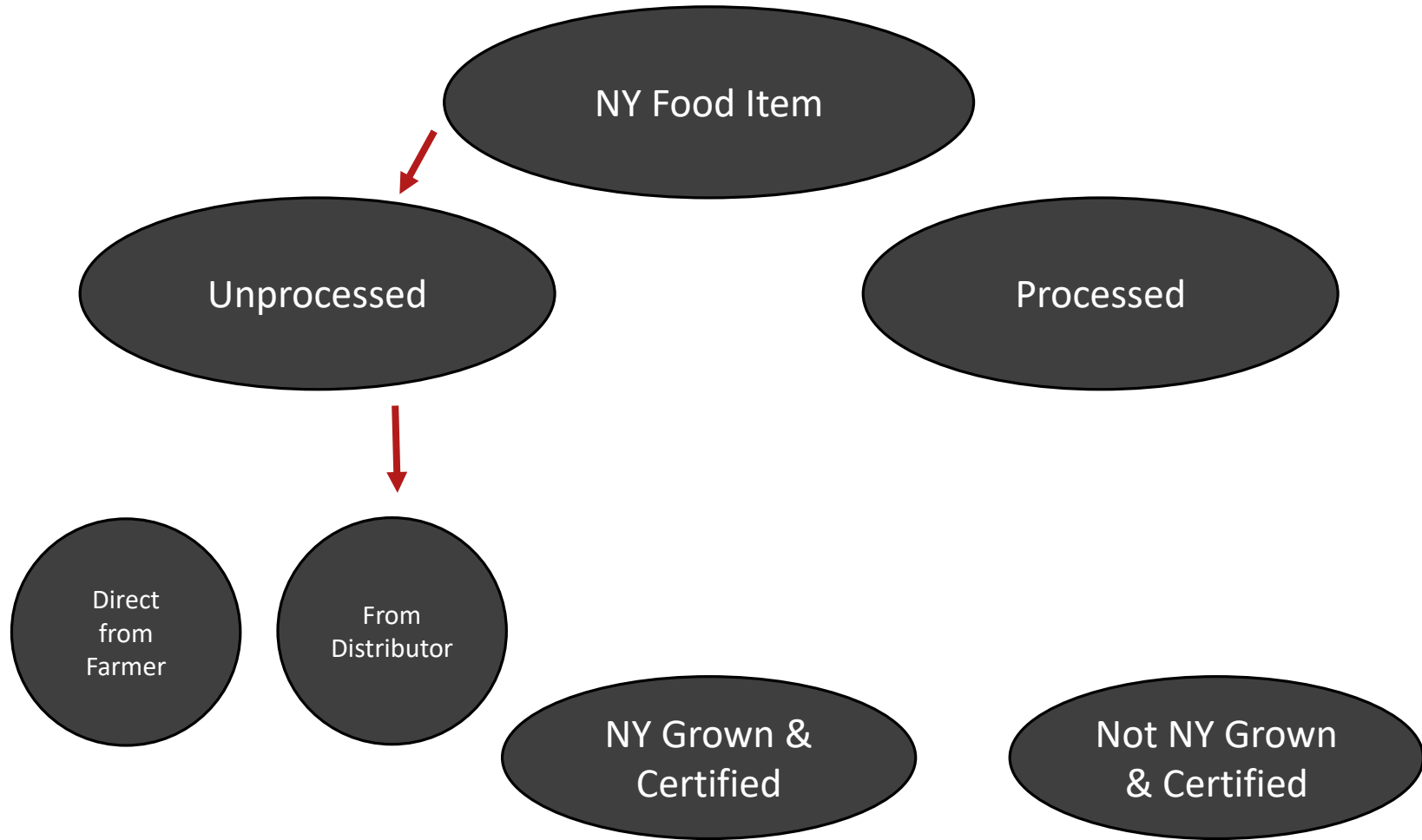
# Decision Tree for Required Documentation

- Signed letter on company letterhead OR email listing the NY farm products purchased by the SFA. Included on the letter or email should be the farm address, farm name, and name and title of person attesting to the details.
- Invoice should indicate “NY” next to products that are NY, or list a NY subtotal.
- See slide 41 if “NY” isn’t specified anywhere on the invoice.



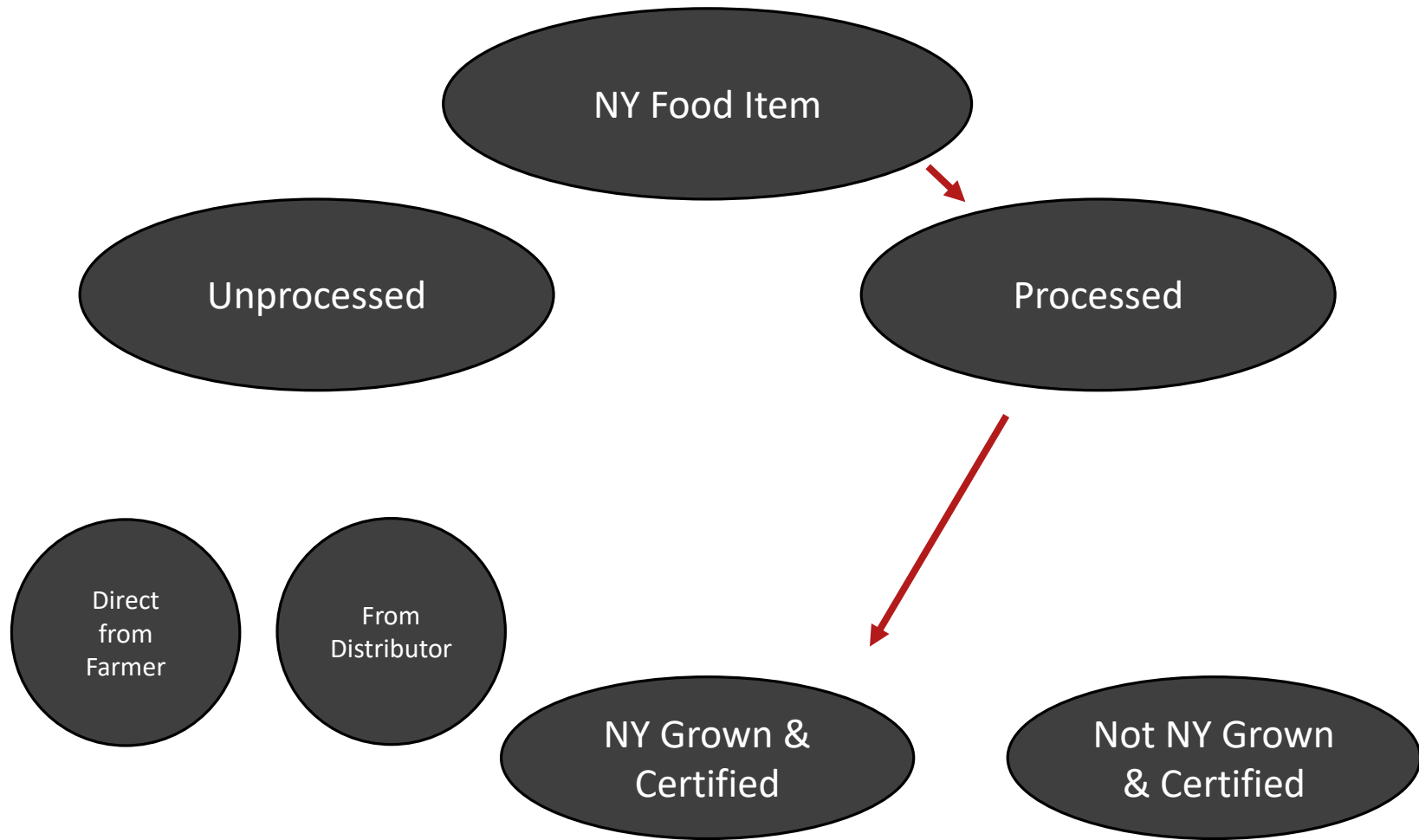
# Decision Tree for Required Documentation

- 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.
- Invoice should indicate “NY” next to products that are NY, or list a NY subtotal.
- See slide 41 if “NY” isn’t specified anywhere on the invoice.



# Decision Tree for Required Documentation

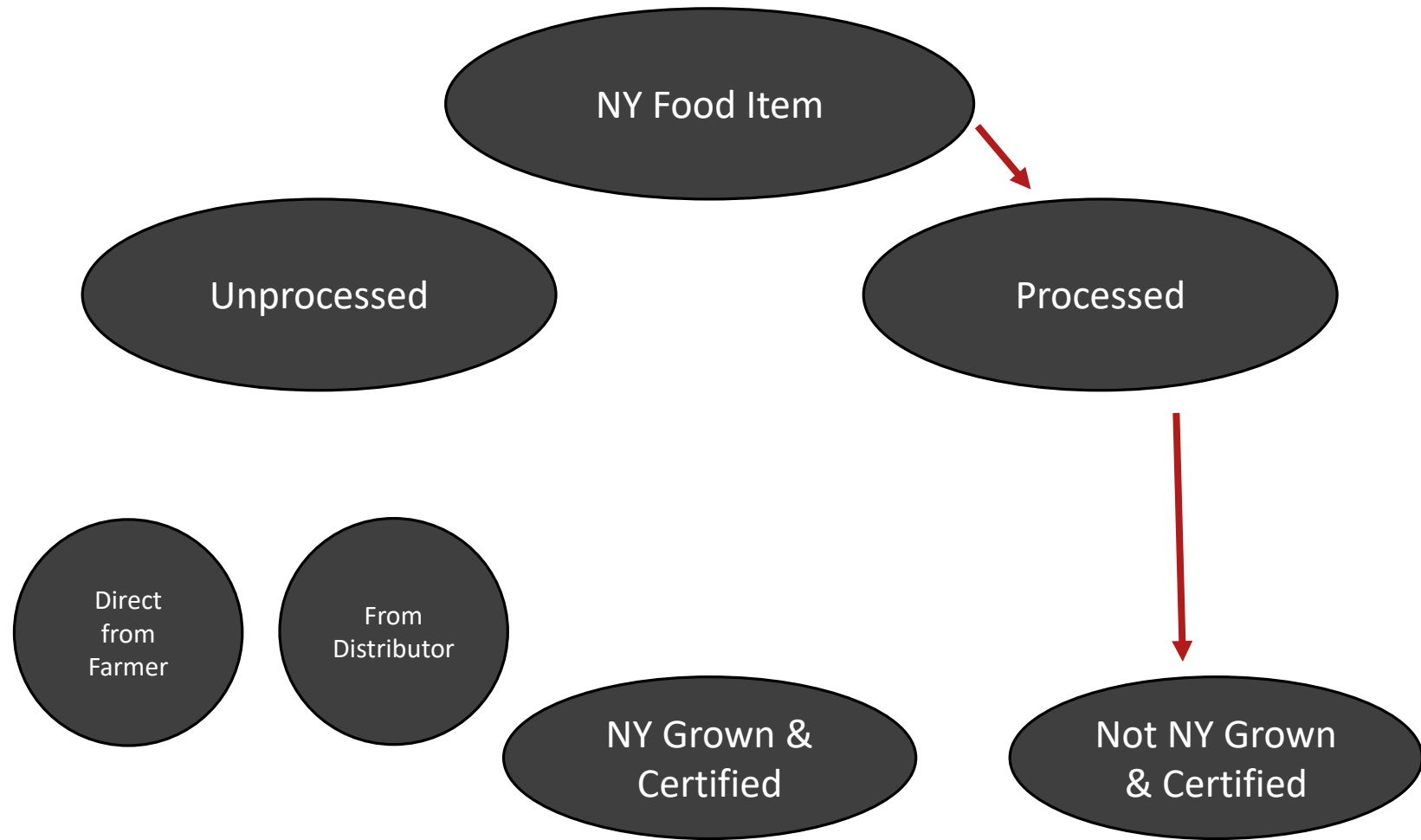
If item is NY Grown & Certified, no PFS is required. Be sure to provide documentation that product is NY Grown & Certified.





# Decision Tree for Required Documentation

- A PFS is required for each processed product included in the final product. As such, multiple PFS may be required per processed item.
- Products need to be traced back from the farm that provided the raw ingredients to the SFA that received the product.



# Invoicing Best Practices

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## Unprocessed Products

- Tag NY line items as just that, or
- Provide a subtotal of NY items on the invoice
- Terms like “home-grown” and “local” are not acceptable.

## Processed Products

- For farmers and food processors: work with your distributors to tag your eligible products as “NY” in their ordering system. This helps with:
  - Documentation verification
  - SFA’s ability to easily identify eligible NY products in a distributor's ordering platform

# Invoicing Best Practices

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**Identifying products as NY on associated paperwork and within ordering systems is particularly important because processor/farmer product codes do not always match distributor codes, which makes an “apples-to-apples” comparison challenging.**

# Invoicing Best Practices

				P.O. No.	Terms	Project
X/O	Qty	Description	Unit price	Amount		
	2	LB RED BEETS NO TOPS	2.25	4.50		
	1	HEAD GREEN CABBAGE X LG	2.50	2.50		
	1	EACH 2 LB COOKING ONIONS	1.75	1.75		
		<u>SUBTOTAL OF ALL NEW YORK PRODUCE <b>GOOD!</b></u>		8.75		
	1	1/2 CASE (PET) BANANNA	14.95	14.95		
	1	BAGS 5 LB MINI SLIM CARROTS	7.95	7.95		
	12	EACH CUCUMBERS	1.75	21.00		
	1	CASE SHREDDED LETTUCE (4X5LB BAGS)	19.95	19.95		
	2	LBS RED ONIONS	1.50	3.00		
	12	EACH GREEN PEPPERS LG/ EX LG	1.95	23.40		
	1	PINT GRAPE TOMATOES	2.75	2.75		
		THESE ITEMS LISTED BELOW ARE NOT ON PILOT LIST TEMPORARILY				
	3	BUNCH GREEN KALE	2.50	7.50		

# Invoicing Best Practices

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ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Produce	NYS Concord Grape Juice 96	1		23.25
Produce	Fresh Beets 10/ 1.1 lbs. <b>UNACCEPTABLE, AS IS</b>	5		24.50
Purchase Order #20-00899				
BALANCE DUE				<b>\$47.75</b>



# NY Grown & Certified

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## **What Is It?**

- Voluntary program administered by NYS Dept. of Ag and Markets
- Products are grown and produced in NYS
- Farms participate in a third-party food safety verification program, if applicable
- Producers participate in an environmental management program

## **What Products Can be Certified?**

- Fresh or processed
- Any items whose raw ingredients meet the above criteria



# NY Grown & Certified

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## Details

- For processed items, 51% of the raw ingredients need to come from NYG&C farms
- Must have a valid 20-C license & be compliant with HACCP, if applicable
- Producers, or farm product suppliers, must:
  - Participate in AEM (Agricultural Environmental Management Program) or Vine Balance program
  - Have 3<sup>rd</sup> party food safety certification, if applicable

## What Does It Mean For SFA Tracking?

- Provide SFA's with evidence of NYG&C certification and that is all!
- No additional paperwork!

## Learn More & Get Certified:

<https://certified.ny.gov/get-certified>

**REMEMBER! Certification through the NYG&C program is PRODUCT specific, not company. Meaning just because a company or farmer has a NYG&C seal, it DOES NOT mean their entire product line is certified.**

# 30% Initiative Documentation Updates: Produce

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Product Formulation Statements are required for minimally processed produce.

Anything that isn't a raw, whole fruit or vegetable

- Cut, chopped, peeled, wedged, shucked, frozen produce
- Common items:
  - ✓ Shucked corn
  - ✓ Chopped Brussels sprouts
  - ✓ Wedged potatoes
  - ✓ Shredded cabbage/coleslaw mix
  - ✓ Peeled carrots



**Product Formulation Statement  
for Documenting *processed* New York State Food Products**

A food item processed inside or outside New York State (NYS) comprising of over 51 percent agricultural raw materials grown, harvested, or produced in NYS, by weight or volume is considered a NYS Food Product. To document such processed items as NYS Food Products, School Food Authorities must maintain:

- a copy of the product label that includes product ingredients, date of production and batch/run identification as applicable
- any product formulation statement or CN label for meal pattern crediting in Child Nutrition Programs as applicable
- the following applicable information on processing company letterhead signed by an official company representative

Processor Name:					
Product Name:					
Product Code:					
Product Batch/Run #:					
Production Date(s):					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Total amount of all NYS ingredients <sup>1</sup>					
Total amount raw product <sup>1</sup>					
Percent of NYS ingredients in product <sup>2</sup>					

<sup>1</sup>Amount in batch/run listed consistently by either weight or volume

<sup>2</sup>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.

\_\_\_\_\_  
Signature of Official Company Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone Number

For further guidance, please click [here](#).

# Product Formulation Statement Basics

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- 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 manufacturer ONLY 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.”
    - By stating “ALL” you eliminate the need to tie back to the invoice, packing slip, bill of lading, etc.
    - **In this case, the Product Code MUST be unique to the NY product. It cannot be associated with a non-NY version of the product (such as different runs made with non-NY ingredients).**
  - If manufacturers and distributors use different product codes, which makes product code tracking challenging, see slides 35-39 for alternative documentation requirements.

# Common Errors

If the total amount of NYS ingredients is greater than the total amount of raw product due to water loss etc., this should be described in an accompanying letter or email from the processor.

Processor Name:					
Product Name:					
Product Code:					
Product Batch/Run #:					
Production Date(s):					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Total amount of all NYS ingredients <sup>1</sup>					
Total amount raw product <sup>1</sup>					
Percent of NYS ingredients in product <sup>2</sup>					

#1: Amount of NYS Ingredient, Total amount of all NYS ingredients, and Total amount raw product are listed as a percent

→ **MUST BE WEIGHT/VOLUME**

#2: Percent of NYS ingredients doesn't equal Total amount of all NYS ingredients/Total amount raw product

<sup>1</sup>Amount in batch/run listed consistently by either weight or volume

<sup>2</sup>Total amount of NYS ingredients ÷ Total amount of raw product x 100

# When is a PFS needed for Produce?

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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.**

(and Bippert's would need still need to provide a list of farm partners)

# PFS Example – Accurately Completed

**GOOD!**

*Note: this is a mock example to accompany Scenario #1. It is not an actual PFS submitted for a real product.*

Processor Name: Name of PROCESSOR (not farmer or distributor) ←					
Product Name: Ex. Potato Wedges					
Product Code: Must track to invoice, label, or packing slip					
Product Batch/Run #: Must track to the invoice, label, or packing slip					
Production Date(s): Can use a single date or range of dates					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Ex. Potatoes	Aldinger Farms	Alden	NY	14086	175 lbs. ←
Total amount of all NYS ingredients <sup>1</sup>					175 lbs. ←
Total amount raw product <sup>1</sup>					175 lbs. ←
Percent of NYS ingredients in product <sup>2</sup>					100%

<sup>1</sup>Amount in batch/run listed consistently by either weight or volume

<sup>2</sup>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.

\_\_\_\_\_  
Signature of Official Company Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
PROCESSOR'S NAME ←

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone Number

# When is a PFS needed for Produce?

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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.**

Why? EVG is the grower *and* the processor. If products are processed on the farm where they are grown, you do not need a PFS.

*It should be clear on the invoice that EVG grew the corn.*

# When is a PFS needed for Produce?

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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.**

Why? While EVG is the grower and the processor, you bought the corn from Bippert's so you still need a PFS.

# When is a PFS needed for Produce?

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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.

**You need a PFS from Bipperts.**

Why? Bippert's is the processor.



# PFS Example for Minimally Processed Produce – *Accurately Completed*

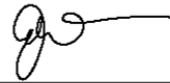
**GOOD!**

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					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Carrot	Juniper Hill Farm	Wadhams	NY	12993	150 lbs.
Total amount of all NYS ingredients <sup>1</sup>					150 lbs.
Total amount raw product <sup>1</sup>					150 lbs.
Percent of NYS ingredients in product <sup>2</sup>					100%

<sup>1</sup>Amount in batch/run listed consistently by either weight or volume

<sup>2</sup>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.



Signature of Official Company Representative  
Jori Wekin

1/22/20

Printed Name

Date

Owner/Operator

Title  
(518) 418-5564

Phone Number

For further guidance, please click [here](#).

# 30% Initiative Documentation Updates: Beef

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- Invoice should tie back to the PFS.
- PFS must be completed by the processor, NOT the farmer.
- PFS must be accompanied by 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 cow provided by X farm.

# Beef Invoice Example – *Insufficient*

**UNACCEPTABLE  
AS-IS!**

Farm Name		Invoice		
Date	Invoice #			
1/10/2020	83			
<b>Bill To</b>				
School District				
<b>Nothing to track back to the NY animals (tag #, etc.)</b>				
P.O. No.		Terms	Project	
Pounds	Description	Rate	Regular Price	Amount
100	Bulk Burger 5 lb	4.00		400.00

# Beef Letter Example – *Incorrectly* Completed

**UNACCEPTABLE  
AS-IS!**

Zittel's Family Farm

7226 Taylor Rd  
Hamburg, NY 14075

Sandie Zittel: (716) 912-8353

John Zittel: (716) 912-1287

**This letter needs to come from  
the processor on processor  
letterhead, NOT from the  
farmer.**

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.**

# Beef Invoice Example – *Accurately Completed*

**GOOD!**

Cow Farm 123 Rice Road Andover, NY 14806		Invoice		
Date	Invoice #			
1/10/2020	83			
<div>Bill To</div> <div>School District 123 School Road Town, NY 10512</div>				
		P.O. No.	Terms	Project
Pounds	Description	Rate	Regular Price	Amount
370 lbs.	Ground Beef Tag #116, #117	4.00/lb		\$1,480

Includes tag  
numbers



# Beef PFS Example – *Accurately Completed*

**GOOD!**

Processor Name: ABC Quality Meats					
Product Name: Cow Farm's Ground Beef					
Product Code: Tag #116 and #117					
Product Batch/Run #: Tag #116 and #117					
Production Date(s): 1/5/2020					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Whole Cows	Cow Farm	Andover	NY	14806	2,400 lbs.
				Boneless trimmed	Whole cows = 2,400 lbs.
				beef = 490 lbs.	Hanging weight = 1,500 lbs.
					Ground Beef = 370 lbs.
Total amount of all NYS ingredients <sup>1</sup>					370 lbs.
Total amount raw product <sup>1</sup>					370 lbs.
Percent of NYS ingredients in product <sup>2</sup>					100%

<sup>1</sup>Amount in batch/run listed consistently by either weight or volume  
<sup>2</sup>Total amount of NYS ingredients ÷ Total amount of raw product = 100%

Uses tag numbers as the Product Code & Product/Batch Run. This is easy to tie back to the invoice.

Raw ingredient is whole cows – NOT beef

Includes explanation of how you get from the whole cow weight to the final product weight.

# Beef Letter Example – *Accurately Completed*

**GOOD!**

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

Completed by Beef  
Processing Company,  
on company  
letterhead



# 30% Initiative Documentation: Processed Foods

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- PFS NOT required for NY Grown & Certified products.
- PFS are required for all processed foods that are not NY Grown & Certified.
- Some products may require more than one PFS.



# Processed Foods PFS

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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.

## PFS #1 of 2 required for Issa's Pita Chips


- Product: White Wholemeal Flour
- Processor: Wild Hive Grain Project, Inc.

**GOOD!**

Processor Name: Wild Hive Grain Project, Inc.					
Product Name: Wholemeal White					
Product Code: WHFWMW					
Product Batch/Run #: All					
Production Date(s): All					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Soft White Winter Wheat	Hudson Valley Hops and Grains	Ancramdale	NY	12503	2000 lbs
Total amount of all NYS ingredients <sup>1</sup>					2000 lbs
Total amount raw product <sup>1</sup>					2000 lbs
Percent of NYS ingredients in product <sup>2</sup>					100%

<sup>1</sup>Amount in batch/run listed consistently by either weight or volume  
<sup>2</sup>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.

	Head of Operations	
Signature of Official Company Representative	Title	
Josh LaLande	3/19/20	845-266-0660
Printed Name	Date	Phone Number

## PFS #2 of 2 required for Issa's Pita Chips

- Product: Issa's Pita Chips
- Processor: Cedar's Bakery and Deli LLC

**GOOD!**

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					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Whole Meal Flour	Wild Hive Grain Project	Clinton Corners	NY	12514	900lbs
Total amount of all NYS ingredients <sup>1</sup>					900lbs
Total amount raw product <sup>1</sup>					1600lbs
Percent of NYS ingredients in product <sup>2</sup>					56.25%

<sup>1</sup>Amount in batch/run listed consistently by either weight or volume  
<sup>2</sup>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** Digitally signed by Andrew Issa  
Date: 2019.12.10 12:53:18 -05'00'

Signature of Official Company Representative

**Andrew Issa**

Printed Name

**12/10/19**

Date

**Owner**

Title

**716-536-2369**

Phone Number

## PFS #1 of 2 required for Welch's/Cool Tropics NY Concord Grape Juice

- Product: Welch's Concord Grape Juice Concentrate
- Processor: Welch's

Note: Welch's isn't a farm, it's a farmer-owned cooperative. This is acceptable because they provided a list of NY member farmers that contributed to the product.

Processor Name: Welch's					
Product Name: Welch's Concord Grape Juice Concentrate					
Product Code: 68 Brix Grape Concentrate					
Product Batch/Run #: ALL					
Production Date(s): ALL					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Concord Grapes	Welch's	Westfield	NY	14787	267.49 M Tons
Total amount of all NYS ingredients <sup>1</sup>					267.49 M Tons
Total amount raw product <sup>1</sup>					270 M Tons
Percent of NYS ingredients in product <sup>2</sup>					99.07%

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

## PFS #2 of 2 required for Welch's/Cool Tropics NY Concord Grape Juice

- Product: Welch's Concord Grape Apple 100% Juice Cup
- Processor: King Brands, on behalf of Cool Tropics

**GOOD!**

The relationship between King Brands and Cool Tropics was confusing to us, and to State Ed, so we asked for a letter clarifying the relationship between King Brands, Cool Tropics, and Welch's. Avoid questions later with clear paper trails up front!

Processor Name: King Brands on behalf of Cool Tropics					
Product Name: Welch's Concord Grape Apple 100% Juice Cup					
Product Code: 17001					
Product Batch/Run #: L					
Production Date(s): L					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Concord Grape Juice Concentrate	Welch's	Westfield	NY	14787	2.15 oz
Total amount of all NYS ingredients <sup>1</sup>					2.15 oz
Total amount raw product <sup>1</sup>					4.00 oz
Percent of NYS ingredients in product <sup>2</sup>					53.78%

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



# PFS Example – Accurately Completed

**GOOD!**

Processor Name: Ithaca Soy					
Product Name: Ithaca Soy Bulk Tofu					
Product Code: N/A					
Product Batch/Run #: ALL					
Production Date(s): ALL					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Soy Beans	Potenza Organics	Trumansburg	NY	14886	12.8oz
Water		Ithaca	NY	14850	2.88oz
calcium sulfate	Chemical Dis.	Buffola	NY	14821	.032
Total amount of all NYS ingredients <sup>1</sup>					12.8oz
Total amount raw product <sup>1</sup>					16oz
Percent of NYS ingredients in product <sup>2</sup>					80%

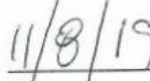
<sup>1</sup>Amount in batch/run listed consistently by either weight or volume


<sup>2</sup>Total amount of NYS ingredients ÷ Total amount of raw product x 100

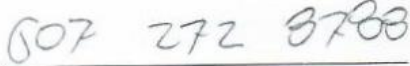
I certify the above information is true and correct and that the product identified above is comprised of over 51 percent agricultural raw materials grown, harvested, or produced in NYS, by weight or volume.

  
Signature of Official Company Representative

  
Printed Name

  
Date

  
Title

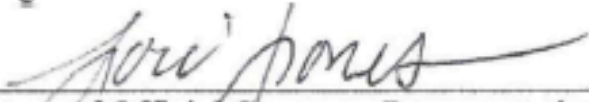
  
Phone Number

For further guidance, please click [here](#).

# PFS Example – (Almost) Accurately Completed

(almost)  
GOOD!

While the company makes non-NY products, Product Code 301A is associated solely with the NY version of the eggroll. The unique Product Code means the Batch/Run# and Production Dates *do not need to be listed*.

Processor Name: Smart Foods 4 Schools					
Product Name: 3.6oz Whole Grain Vegetable Egg Roll					
Product Code: 301A					
Product Batch/Run #: <del>As Marked on Each Case Label of This Product</del>					
Production Date(s): <del>As Marked on Each Case Label of This Product</del> <b>ALL</b>					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Cabbage	Dayoub Marketing Inc.	Dunkirk	NY	14048	58.98g/serving
Ingredients <sup>1</sup>					58.98g
					104.23g
in product <sup>2</sup>					56.6%
tently by either weight or volume					
÷ 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.					
			Secretary / Treasurer		
Signature of Official Company Representative			Title		
Lori Jones			888-418-4065 ext. 123		
Printed Name			Phone Number		
12/11/18			Date		

# PFS Example – *Incorrectly Completed*

**UNACCEPTABLE  
AS-IS!**

Processor Name: New York Chips					
Product Name: Wavy Sea Salt (bulk)					
Product Code: 6231					
Product Batch/Run #: 03062019					
Production Date(s): march 6, 2019					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Potato	Marquart Products	Gainesville	NY	14066	85%
Total amount of all NYS ingredients <sup>1</sup>					85%
Total amount raw product <sup>1</sup>					85%
Percent of NYS ingredients in product <sup>2</sup>					85%

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

Product Batch/Run # and  
Production Date must track  
back to invoice (because they  
are not indicated as "All").

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



# PFS Example – FIXED!

GOOD!

Processor Name: New York Chips					
Product Name: Bulk Ripple Potato Chips					
Product Code: 6231					
Product Batch/Run #: All					
Production Date(s): All					

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

NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient <sup>1</sup>
	Name	City	State	Zip Code	
Potatoes	Marquart Bros. LLC	Gainesville	NY	14066	12.8 oz
Total amount of all NYS ingredients <sup>1</sup>					12.8 oz
Total amount raw product <sup>1</sup>					16 oz
Percent of NYS ingredients in product <sup>2</sup>					80%

"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

<sup>1</sup>Amount in batch/run listed consistently by either weight or volume

<sup>2</sup>Total amount of NYS ingredients ÷ Total amount of raw product x 100

## When Additional Documentation Will be Accepted

- 1. Manufacturer's product code and distributor's product code for the same product do not match.**
- 2. When your invoice/bill of lading/other means do not sufficiently track batch/run numbers and production dates between the product ordered and the product received.**
- 3. "NY" or a NY subtotal are not indicated on an invoice.**

# Additional Documentation when Product Codes Don't Match

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- Product Formulation Statement (completed by processor)
- Invoice
- 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.
  - NYSED suggests including the following information in the letter:
    - NY Food Product Information (product name, pack size, manufacturer; must match PFS)
    - Production Date (must match PFS, or be “all”)
    - Batch/Run Number (must match PFS, or be “all”)
    - Processor Product Code (must match PFS)
    - Distributor Product Code
    - Written process of how the processor/distributor ensures the NY food product is being received by schools

# Additional Documentation when Batch/Run Number or Production Date Doesn't Track to Invoice

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**NOTE: the same process would apply to satisfy this scenario, which involves batch/run # and production dates, as the previous. In this case, the letter should explain how schools receive only products from specific batches/runs produced on specific dates. We don't have a mock example of this yet, because we haven't seen it in practice. But, again, the process described should be reasonable, logical, and defensible.**

# Additional Documentation when Product Codes Don't Match

(this is just an example and is for  
illustrative purposes only)

“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 that 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.”

# Additional Documentation When “NY” or NY Subtotal Not On Invoice for Unprocessed Produce

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→ Invoice

→ Letter, statement, or other documentation indicating:

- Farm origin name
- Farm origin address
- Produce items purchased and in what volume
- Letter must demonstrate the product was grown on the farm indicated

# Additional Documentation

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**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, when batch/run numbers aren’t tracked through existing paper trails, or when “NY” or a NY subtotal are not indicated on an invoice. As such, State Ed will consider documentation on a case-by-case basis. The question you should ask yourself when preparing your paper trail is whether or not your PFS reasonably connects back to the associated invoice, and what information needs to be reflected in a letter if it does not.**

# 30% Initiative Product Database

Expected Release Date: Summer 2020

- Database that lists all known NY 30% eligible products
- It's product specific, not company
- Evolving resource, meaning we'll add and detract based on new information
- Listed products are either NYG&C or we have a PFS on file for them

**If you have a product that you want  
considered for inclusion, reach out to us!**

(contact information on slides 2 & 42)



# Reminders/Tips

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- Improperly filled out paperwork will not be accepted and it could cost SFA's their reimbursement
- Consider getting NY Grown & Certified. Certification:
  - Eases the paperwork burden outlined in this presentation
  - Allows you to brand your product as NYG&C and allows entry into the NYS Dept. of Ag & Markets online search platform
  - Affords those that are certified access to potential funding opportunities
- Formal guidance and presentations from State Ed can be found on the [Child Nutrition](#) website
- Please visit the Cornell Cooperative Extension – Harvest NY website for:
  - List of Farm to School support providers
  - The 30% Initiative Documentation Guide
  - The SFA companion resource
  - Link to the NY Product Database (TBA)

# Questions?

Remember! Help  
will always be  
given to those that  
ask for it, so reach  
out to us!



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