

30% NY Eligible Product Database

What is the 30% NY Product Database?

The NY Product Database is a database of products that qualify for the NY 30% Initiative, and are widely available for purchase by School Food Authorities (SFAs)

The database does not serve as a qualifier for an SFA's NYS Department of Education audit. Each SFA is responsible for confirming a product qualifies for the 30% initiative, and obtaining the acceptable documentation necessary for an audit.

- The NY Product Database was created by Cornell Cooperative Extension Harvest NY
- The products included were submitted by SFAs, or identified by Cornell Cooperative Extension, NYS Department of Agriculture and Markets, and other partners.
- All products are either NY Grown & Certified, or contain at least 51% NY grown, raised, or produced ingredients.
 - NYS Department of Education has approved Product Formulation Statements (PFS) for **MOST** products that are not NY Grown & Certified. Those currently still under review by State Ed are marked as such in the **NOTE** field.
 - SFAs are responsible for obtaining their own PFS for non-NY Grown & Certified Products. The PFS included in the database are largely for reference only, but may suit your needs too.
- The database does not include products that are only regionally available, such as fresh seasonal produce and animal-based protein from local farmers.
- Products will be added to the database as they become available and are verified as NY grown, raised, or produced.
 - If you have a product that qualifies for the 30% Initiative, please [complete this form](#) to submit the product's information.
 - While regionally available, *minimally processed produce* is not currently included in the database, it will be added soon. Please let us know what is available in your region by completing the form.


Questions about the database?

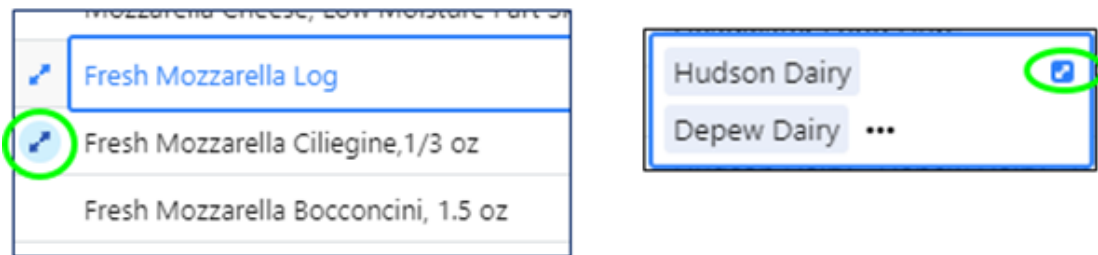
Contact Cheryl Thayer, Harvest NY Agriculture and Economic Development Specialist,
Cornell Cooperative Extension – Harvest NY
607.592.9507
cbt32@cornell.edu

How to Use the Database

Getting to Know Airtable

Airtable is an intuitive database management platform that shares some similarities to Excel. As most users are likely familiar with Excel and the terms used within that tool, we want to acquaint you with Airtable terms and basic functionality before delving into the details.

- The entire database is called a “Base”.
- The tabs within the Base are called “tables”. So, in this case, there are three tables within the Base:
 1. *Approved Eligible NY Product List*
 2. *Vendor Contact List*
 3. *NY Grown & Certified Vendor List*
- Information on the Base and the tables can be retrieved by clicking on the  button next to the title.
- Rows are called “records”. Records can be expanded to show greater detail whenever you see the double arrow buttons:



There is a great deal of information within each record, so we encourage you to expand the record whenever you see these buttons.

- Columns are called “fields”. Fields can be filtered and sorted by clicking the downward facing triangle button next to each field title.

Approved Eligible NY Products List

The Approved Eligible NY Products List includes all *known* products that qualify for the 30% Initiative.

Approved Eligible NY Products List ⓘ			Vendor Contact List ⓘ	NY Grown & Certified Vendors List ⓘ
▼	Grouped by category	...		
Product	Category	Sub-Category		
CATEGORY				
▼ Dairy, Eggs, & Cheese	Count 140			
1 Bison Cottage Cheese: Pineapple, Chive, Nonfat, Large Curd, S...	Dairy, Eggs, & Cheese	Cheese		
2 Bison Cottage Cheese: Small Curd, Lowfat Small Curd	Dairy, Eggs, & Cheese	Cheese		
3 Upstate Farms Small Curd Cottage Cheese: 1% and 4%	Dairy, Eggs, & Cheese	Cheese		

The Approved Eligible NY Products List is broken down into these main **Product Categories**.

- Dairy, Eggs, & Cheese
- Protein
- Grains & Cereals
- Produce
- Other

Approved Eligible NY Products List ⓘ			Vendor Contact List ⓘ	NY Grown & Certified Vendors List ⓘ
Grouped by category	...			
Product	Category	Sub-Category		
CATEGORY				
▼ Dairy, Eggs, & Cheese	Count 140			
1 Bison Cottage Cheese: Pineapple, Chive, Nonfat, Large Curd, S...	Dairy, Eggs, & Cheese	Cheese		
2 Bison Cottage Cheese: Small Curd, Lowfat Small Curd	Dairy, Eggs, & Cheese	Cheese		

TIP: Does your view look different than this? Just click the little blue grid box like the one next to “Grouped by category” in this image, and choose “Grouped by category.” NOTE: You can also group by any field, for example, manufacturer, NY Grown & Certified, distributor, etc.

Within each Product Category, there are several **Sub-Categories**. Sub-Categories are more specific types of products that fall into a general Product Category, and make it easier to search for products.

- Dairy, Eggs, & Cheese
 - Cheese
 - Yogurt
 - Condiments & Sauces
 - Ice Cream & Frozen Yogurt
 - Eggs

- **Protein**
 - Meat
 - Plant-Based Protein
- **Grains & Cereals**
 - Cereals
 - Flour
 - Bread Products
 - Pasta
- **Produce**
 - Fresh Fruit
 - Fresh Vegetables
 - Frozen Vegetables
 - Canned Vegetables
 - Juice
 - Snack Foods
 - Condiments & Sauces
- **Other**
 - Snack Foods
 - Condiments & Sauces

	Category	Sub-Category
Count 20		
	Produce	Juice
	Produce	Juice
	Produce	Juice
	Produce	Fresh Fruit
	Produce	Fresh Fruit
	Produce	Fresh Fruit
	Produce	Fresh Fruit
	Produce	Frozen Vegetables
ised, Green O...	Produce	Fresh Vegetables

The following information is listed in a separate column for each product:

- Category
- Subcategory
- Manufacturer
- Item Description (Unit Size is listed here when available)
- Pack Size
- Distributors
- Distributor Code (when available)
- Manufacturer Code (when available)
- Item NY Grown & Certified (Yes/No)
- NY Grown & Certified verification, when available
- Product Formulation Statement (for all non-NY Grown & Certified products)
- Product information and/or sell sheets
- Notes: If there is something specific to this product not already articulated

Product	Category	Sub-Category	Manufacturer	Item Description	
Potato Chips, 8 oz: Heavy, Wavy, BBQ, Salt & Vinegar, Dill, Sour Cream a...	Other	Snack Foods	New York Chips/NY Spuds	8 oz. bag	12
Potato Chips, 16 oz: Wavy Sea Salt	Other	Snack Foods	New York Chips/NY Spuds	16 oz. bag	9
Potato chips, 1 oz: Avocado Oil & Sea Salt	Other	Snack Foods	New York Chips/NY Spuds	1 oz. bag	60

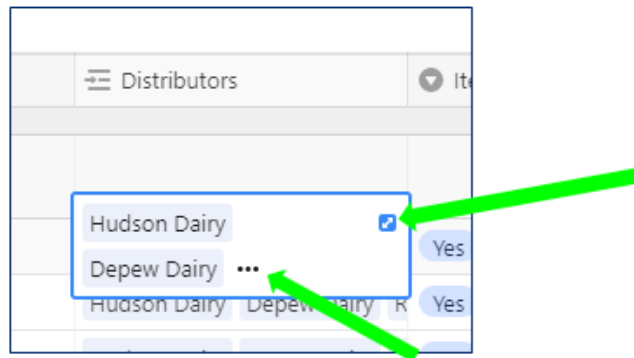
To display each of these columns, just scroll to the right.

Product Information Views

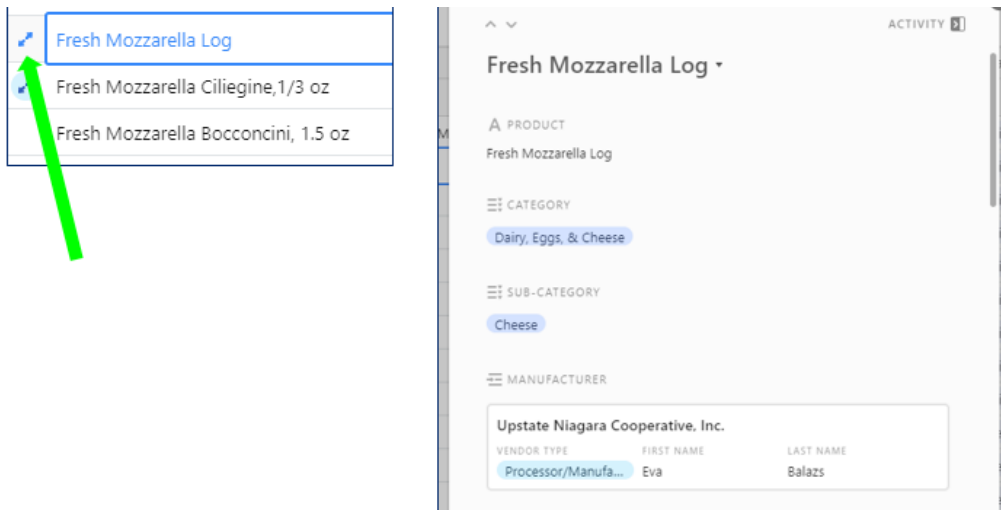
There are two views you can use to look at a product's information.

1. **Main view:** This is what you see when you open the database to the Approved Eligible NY Products List. All of the products and information are laid out in a format similar to an Excel file.

- In this view, you may not be able to see all of the product's Distributors. Just click on the cell, then click the little blue arrow or the 3 dots in the right corner to see a full list of distributors.

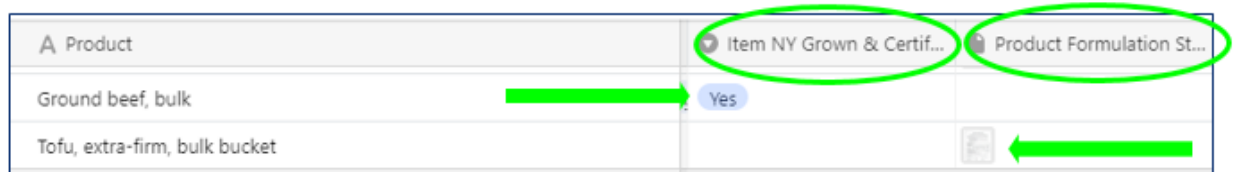


2. **Product view:** Also called “**expanded record**,” this view allows you to easily see all of a product's information in one place. Just hover over the product's name and click the blue arrows that appear to the left.



NY Grown & Certified, or Product Formulation Statement

All items in the database are either NY Grown & Certified, or State Ed has either officially approved their Product Formulation Statement (or it's still under review and noted as such). You can see if a product is NY Grown & Certified or view it's PFS in both the Main View and the Expanded Record. We have also included, to the extent possible, a product's NY Grown and Certified certificate for quick and easy access.

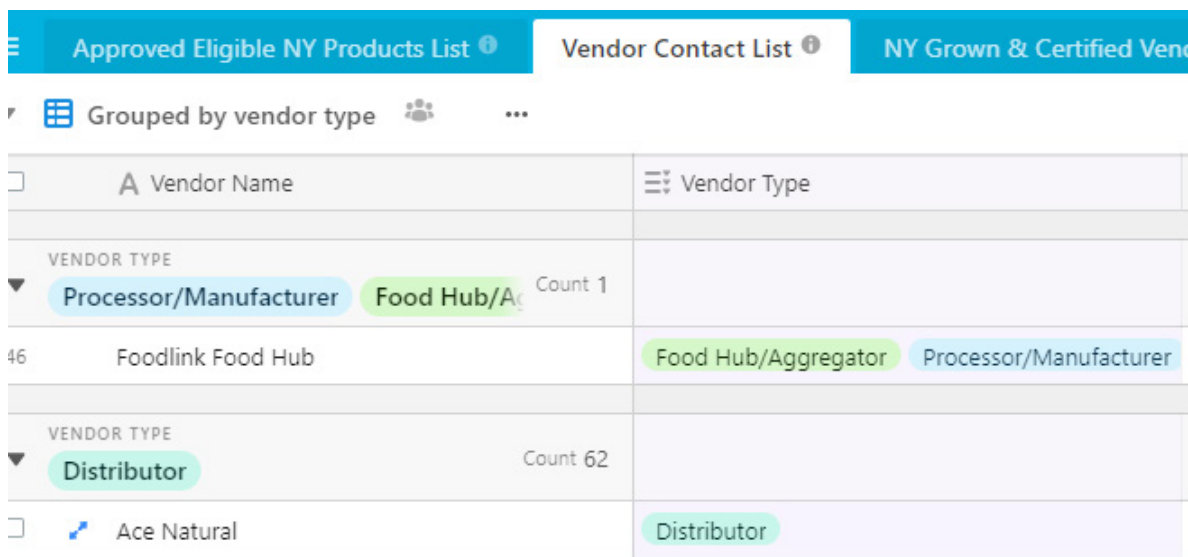


Vendor Contact List

The Vendor Contact List provides contact information for several types of vendors, and a list of the products available from each.

The Vendor Contact List is broken down into these vendor categories:

- Producer
- Producer + Distributor
- Processor/Manufacturer
- Processor/Manufacturer + Distributor
- Processor/Manufacturer + Food Hub/Aggregator
- Distributor
- Distributor + Food Hub/Aggregator
- Food Hub/Aggregator



Vendor Name	Vendor Type
VENDOR TYPE	
Processor/Manufacturer Food Hub/Aggregator Count 1	
46 Foodlink Food Hub	Food Hub/Aggregator Processor/Manufacturer
VENDOR TYPE	
Distributor Count 62	
Ace Natural	Distributor

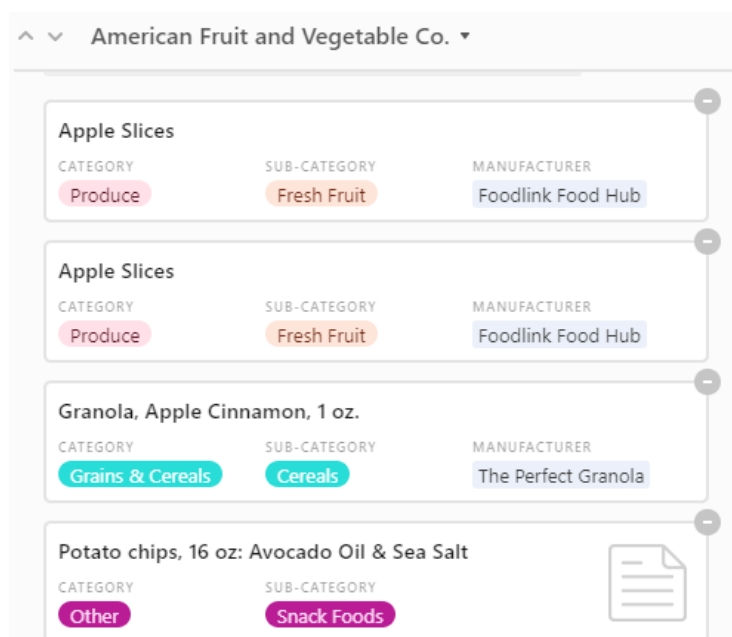
TIP: Does your view look different than this? Just click the little blue grid box next to “Grouped by vendor type” in this image, and select “Group by vendor type.”

Quickly Find your Vendor/Distributor

If you know the name of a specific vendor, the easiest way to find their information is to use the “Find” function. Just press “Ctrl + F” on your keyboard, and type in the name of the vendor you are looking for.

Use the Vendor Contact List to Find ALL Products Available from a Vendor/Distributor

Want to see a list of all the products your distributor carries? Hover over the distributor's name, and click the little blue arrows to expand the record. Scroll down to see all items available from that distributor.



Disclaimers about Distributors/Vendors

- In some cases, the contact information was provided by food manufacturers, and may not be YOUR best point of contact. But it serves as a good starting point in all cases.
- Distributors were almost entirely identified by food manufacturers. We tried to verify distributors for all products, but it was not always possible. As such, you may find that a distributor doesn't actually stock the product you're seeking, despite what the database states.
- In some cases, broad-line distributors, US Foods and Sysco are listed generally, and not by a specific distribution center. This happened when the food manufacturer said their product was carried by the broad-liner, and the broad-liner didn't confirm it and/or we couldn't acquire a distributor code for the item in their respective product catalogs, by distribution center. This was the case with many cheese products.
- Finding a unique identifier between all vendors (from manufacturers to distributors) was challenging, and at times, impossible. We included the information at our disposal to portray the most complete picture possible. When available, we matched a distributor code to each record so users can easily identify an eligible product. We will continue to build this aspect out as available information allows.

NY Grown & Certified Vendors List

NY Grown & Certified is a NYS Department of Agriculture program. NY Grown & Certified products have been inspected for safe food handling and environmental stewardship, and are grown in NY State.

The NY Grown & Certified Vendors List is a list of NY Grown & Certified producers and processors, including contact information and basic information about their NY Grown & Certified products. These products automatically qualify for the 30% Initiative.

Not all products produced by a NY Grown & Certified grower, producer, or processor are necessarily NY Grown & Certified. A grower, producer, or processor may obtain the NY Grown & Certified certification for only specific products.

If a grower, producer, or processor is NY Grown & Certified, do not assume all of their products are NY Grown & Certified, even if you are told all of their products qualify. Always refer to the Approved Eligible Product List.

Why aren't these vendors and products included in the Approved Eligible NY Products list?

- Many of the products from producers and processors listed in the NY Grown & Certified Vendors list are only regionally available.

How should I use this list?

- As a starting point for finding local products: While this is not an exhaustive list of NY growers and producers, if you are looking for regionally-available locally-grown products this can be a great place to start.
- TIP: Contact your [Farm to School Coordinator](#) or local [Cornell Cooperative Extension](#) office to find more regionally-available products like meat, poultry, and maple syrup.

Remember: Don't assume all products produced by NY Grown & Certified vendors are NY Grown & Certified.