



What is the 30% NY Purchasing Incentive?

A provision of the 2018 No Student Goes Hungry legislation that provides School Food Authorities an additional \$0.19 per lunch served in State reimbursement provided 30% of lunch purchases are NY Food Products. It is known colloquially as the 30% NY Initiative and is administered by the [NYS Department of Agriculture & Markets](#).

Who receives the additional funds?

The School Food Authority receives the additional State reimbursement. The following scenarios will help determine which entity will receive the funds, depending upon how your district's Food Service program is managed.

Self-Operated by the District

If your Food Service program is managed and operated by your school district as a School Food Authority, your Food Service department receives the reimbursement.

Board of Cooperative Educational Services (BOCES)

The reimbursement is always tied back to the School Food Authority. If you contract with a BOCES to provide Food Service, but your district is the School Food Authority, your district receives the reimbursement as part of NYS Child Nutrition reimbursement.

A NY Food Product is any 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.

However, if you contract with a BOCES that acts as a School Food Authority, the BOCES would receive the reimbursement. Operating under both contract scenarios, BOCES have been reliable partners in the Initiative. If you contract with BOCES and are interested in participating in the 30% NY Initiative, we recommend you express your interest to your BOCES partner. It also may help to assess interest from other districts that contract with the same BOCES and to approach them collectively.

Contract Food Service Management Company

If you contract with a Food Service Management Company (FSMC) like ARAMARK, Whitsons, Sodexo, Compass, or Personal Touch, your school district receives the reimbursement as part of NYS Child Nutrition reimbursement. To date, one charter school district managed by a FSMC has qualified for the 30% NY Initiative.

If you contract with a FSMC and are interested in exploring the 30% NY Initiative, we recommend three courses of action:

1. Meet with your contract FSMC and express your desire to participate in this program.
2. Include language in your next FSMC contract requiring participation in the 30% NY Initiative.
3. Consult with CCE Harvest NY to learn how we've supported districts, School Food Authorities, and FSMCs work collaboratively to achieve 30% success.

How is the additional reimbursement received?

School Food Authorities apply for the 30% NY Initiative the summer following the end of the school year. Qualifying School Food Authorities receive the additional reimbursement along with their regular NYS Child Nutrition reimbursement in the subsequent school year.

How can the additional reimbursement be used?

The additional reimbursement can be spent on anything that benefits the Food Service program, including, but not limited to food, staff training, equipment, infrastructure upgrades, and labor. The intention of the program is to spend the funds on expenses that enable the School Food Authority to purchase more NY Food Products, though it's not mandatory.

What are the benefits of this program?

- Students gain access to healthy, local food throughout the year, including fresh fruits and vegetables.
- School Food Authorities receive additional funds to support their programs. The table below illustrates estimated additional annual reimbursement amounts based on National School Lunch Program participation rates.
- Your school food dollars support local businesses, like farmers, food manufacturers, distributors, and processors, many of which are family-run businesses.
- Students are offered nutrition, food, and agricultural educational opportunities, both in the classroom and in the community.

Average Daily Participation	Additional Reimbursement
500	\$ 17,100
1,000	\$ 34,200
1,500	\$ 51,300
3,000	\$ 102,600
5,000	\$ 171,000
7,500	\$ 256,500
10,000	\$ 342,000
15,000	\$ 513,000
25,000	\$ 855,000

Is there support to help my district get started?

YES! Cornell Cooperative Extension (CCE) Harvest NY has a team of [Farm to School Procurement Specialists](#) that can work directly with your district. In addition, CCE Harvest NY maintains a [database listing eligible 30% NY products](#), which is frequently updated with new products. In addition, NY Agriculture & Markets has extensive resources on their [30% NY Initiative webpage](#).