



GROWING NEW YORK STATE'S
LOCAL FARM, FOOD AND
BEVERAGE PRODUCERS

IN 2016



Agriculture
and Markets



Taste NY in 2016

Taste NY, the official eat-local drink-local program for New York State, is continuing to grow at an unprecedented rate since its launch by Governor Andrew M. Cuomo in 2013.

With an increasing presence at attractions across the state in the form of markets, cafés, bars, and concessions, Taste NY nearly **tripled gross revenue in just one year, from \$4.5 million in 2015 to \$13.1 million in 2016.**



New York's output is also growing at an exceptional speed. In the past few years, the beverage industry has flourished with more than **900 breweries, wineries, distilleries and cideries** calling this state home. The number of farm cideries has tripled, from 8 in 2014 to 24 in 2016, and the number of distilleries has dramatically increased, from 10 in 2011 to 107 in 2016. New York is also the second largest producer of maple syrup and apples in the country, and the agricultural community consists of more than 36,000 farms.

Taste NY is proud to showcase New York's finest locally produced food and beverages and promote the very best homegrown products New York has to offer. We've picked the very best of New York, just for you.

**David Fisher, President
NY Farm
Bureau**

"New York farmers are proud of the products we produce. Taste NY is a visible way to showcase the rich diversity of agriculture in this state and to encourage people to try food and beverages that originated on the farm. The growth in Taste NY sales validates what we have long known: once people taste New York product, they will become repeat customers."



TASTE NY MARKET at TODD HILL

In 2016, the Taste NY Market at Todd Hill broke **\$1 million in annual sales**, a 30% increase from 2015. Vendors that sell to the market, which is located along the historic Taconic Parkway in the Hudson Valley, are typically smaller businesses that credit the store with their year-round growth.

"Sales at the Todd Hill store are nearly 10% of our total company sales... a number we never expected. Our sales numbers steadily increased throughout the year as we went from one delivery per week in early 2016, to three deliveries per week."

**Keith & Marjan Beebe, Dutch Desserts
(Kinderhook)**

"The exposure and message that the market brings to local businesses is so vital! We are a perfect example. A small town deli-bakery-cafe with aspirations of honest, from-scratch preparations, but a finite population that can be questionable for a healthy revenue stream. Thank you for educating so many people about all the great products that are made in the Hudson Valley."

**Brian Kaywork, Our Daily Bread
(Chatham)**





JONES BEACH STATE PARK

Taste NY kicked off its successful partnership with State Parks at Jones Beach, opening two separate locations: a Taste NY Café and Taste NY Bar. The Café, open during summer, serves beachgoers sandwiches, salads, beer and soda that is all produced in New York State. The Bar, located at the popular outdoor amphitheater, is open for each concert and serves New York made beer, wine, spirits, and cider.

"We are very excited to welcome visitors to Jones Beach State Park with new menu offerings and a breadth of great products from New York—including right here on Long Island. The products available at Jones Beach will undoubtedly add local flavor from the Empire State's great suppliers and producers, and delight our guests with a uniquely New York summer experience."

Rick Biglin, Centerplate Mgr. of Taste NY Café



Permanent Locations/Partnerships Opened in 2016

Long Island Welcome Center ★ Opened in October 2016, the Long Island Welcome Center is a first-of-its-kind in New York State, giving visitors the opportunity to not only taste Long Island flavors at the Taste NY Café and Market, but also easily plan a trip along the North Fork Wine Trail or nearby farms and farmstands. Customers will find rotating products, ranging from lemonade, kombucha, and espresso, to frozen meats, fresh cheese, and spices.

Lock E-13 Living History Rest Area ★ Located along the New York State Thruway in the Mohawk Valley, the rest area is alongside Erie Canal's Lock 13. The market showcases information on historic tourism destinations in the Mohawk Valley and includes a new Taste NY store.

Barclays Center ★ In February 2016, Taste NY opened its first ever bar inside the Barclays Center in Brooklyn, a renowned sports and entertainment venue. The bar offers a full selection of New York products from across the state to the Barclays Center's approximately two million annual visitors.

Amtrak ★ Taste NY partnered with Amtrak to bring New York-made products to trains in New York and beyond. Passengers traveling to Toronto, Montreal, Vermont, and destinations across NYS can now enjoy locally produced snacks and craft beverages on select trains.

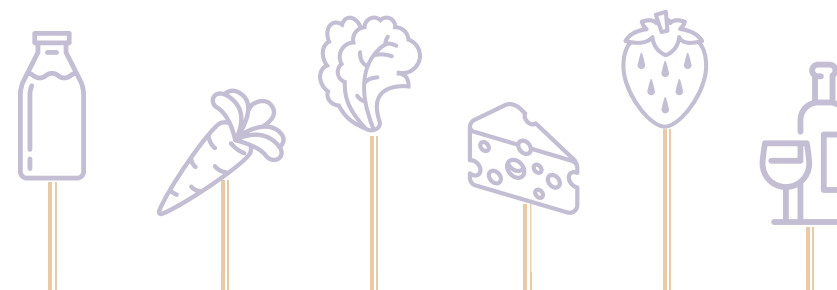
Javits Center ★ The Taste NY Bistro at the Javits Convention Center in Manhattan opened in September 2016. It offers visitors fresh, locally sourced food and drinks, including homemade and homegrown produce and baked goods as well as New York wines, beers, and ciders. It is open during major events at the Javits, which draw millions of people annually.

Niagara Falls State Park ★ Locally made products are now featured throughout several venues at Niagara Falls State Park, including at the Top of the Falls Restaurant and other concessions and gift shops. More than a dozen New York producers, many from Western New York, are featured both on the menu and in stores.

Jones Beach State Park

★ Located in the historic and recently restored West Bathhouse, a new Taste NY Café and Market offers freshly made and produced food and beverages, with many located on Long Island. In the summer months, menu items include locally caught fish and Long Island-grown produce.

★ Taste NY opened its second bar at the Nikon Amphitheater, which is an outdoor entertainment venue at Jones Beach State Park. The bar, run by Live Nation, offers a rotation of New York wine, beer, spirits and cider selections to the approximately 350,000 annual visitors that attend the amphitheater's more than two dozen events per season.



BROOME GATEWAY REST AREA

Featuring a large Taste NY Market, the Broome Gateway Rest Area along I-81 in the Southern Tier is not only a way for the surrounding community to find local products, but for travelers coming into New York from Pennsylvania to discover what the state has to offer.

"Production has increased by at least 10% in 2016." Jada Hill Farm has had online shoppers across the east coast, Florida and Colorado who first discovered our products at the Taste NY Market.

Dawn & Johnny Alfano, JADA Hill Farm

"Due to demand, the Taste NY market sold out the entire business's honeycomb supply. Some travelers even detoured and visited the farm in person."

Sue Garing, Sue Garing Honey

Clines Catering attributes additional business and clients to the success of the baked goods and sandwiches that they sell at the market.

Clines Catering



Paul Leone, Executive Director
NYS Brewers
Association

"With competition, variety, and a tremendous amount of choices available for both food and beverage, the Taste NY program has been an incredible way to highlight New York State to consumers locally and throughout the world."

Dr. Chris Watkins, Director
Cornell Coop.
Extension

"Taste NY is an unparalleled opportunity for the Extension system to provide food safety, business and marketing expertise while offering local producers the ability to test, market and track product development. Taste NY has proven to be an economic driver for New York State, has allowed for improved communication about New York's farms and provided healthier options for consumers during their travels and events."



LONG ISLAND
WELCOME CENTER

“Customers look for locally produced food, and this market provides them with the opportunity. Customers can go to the Taste NY market, sample the product and feel good about buying in quantity online. This definitely helps to increase sales by making shopping an adventure.”

Grace Marie Longinetti, Copia Granola

“The Long Island agricultural industry is excited for the opportunity to be able to utilize the Taste NY store as an outlet to sell and market their produce and value-added products to the Long Island consumer.”

Rob Carpenter, L.I. Farm Bureau



TASTE NY OPENED 2016

1,100 local companies

In State Parks alone
15m impressions

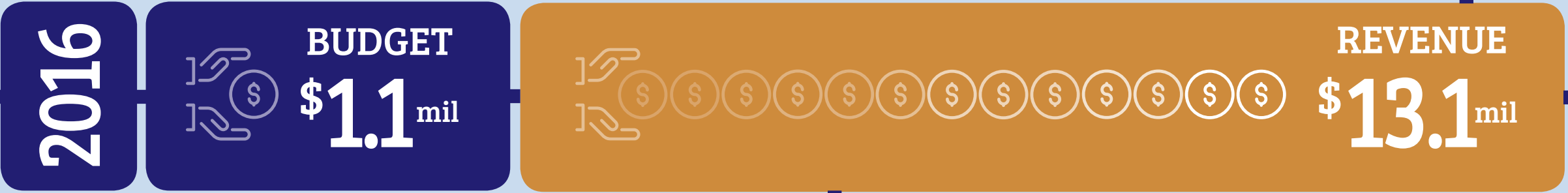
nearly tripled sales
\$4.5m in 2015 to \$13.1m in 2016

In addition to stores, Taste NY conducts culinary tours and participates in nearly 50 events, which generated more than \$400,000 in 2016

The NY grape, grape juice, and wine industry generates more than \$4.8B in economic benefits annually
(Source: NYS Wine & Grape Foundation)

The number of microbreweries in New York has increased 248% since 2010.

NYS beer industry is 4th largest in the country with \$3.5B in economic impact
(Source: NYS Brewer's Association)



Since 2015, 177 new licenses issued, including: 15 cidery 29 winery 91 brewery 42 distilleries

Combined with distribution and retail, craft beverage producers account for more than \$27 BILLION in economic impact and support tens of thousands of jobs statewide.

2 Taste NY BARS Barclays Center & Jones Beach State Park

Cynthia Haskins, President & CEO
NY Apple Association

“The New York Apple Association is proud to be a partner with Taste NY. Our state produces the best apples in the country and this program showcases and promotes them to New Yorkers and visitors alike.”

Claire Marin, Owner
Catskill Provisions

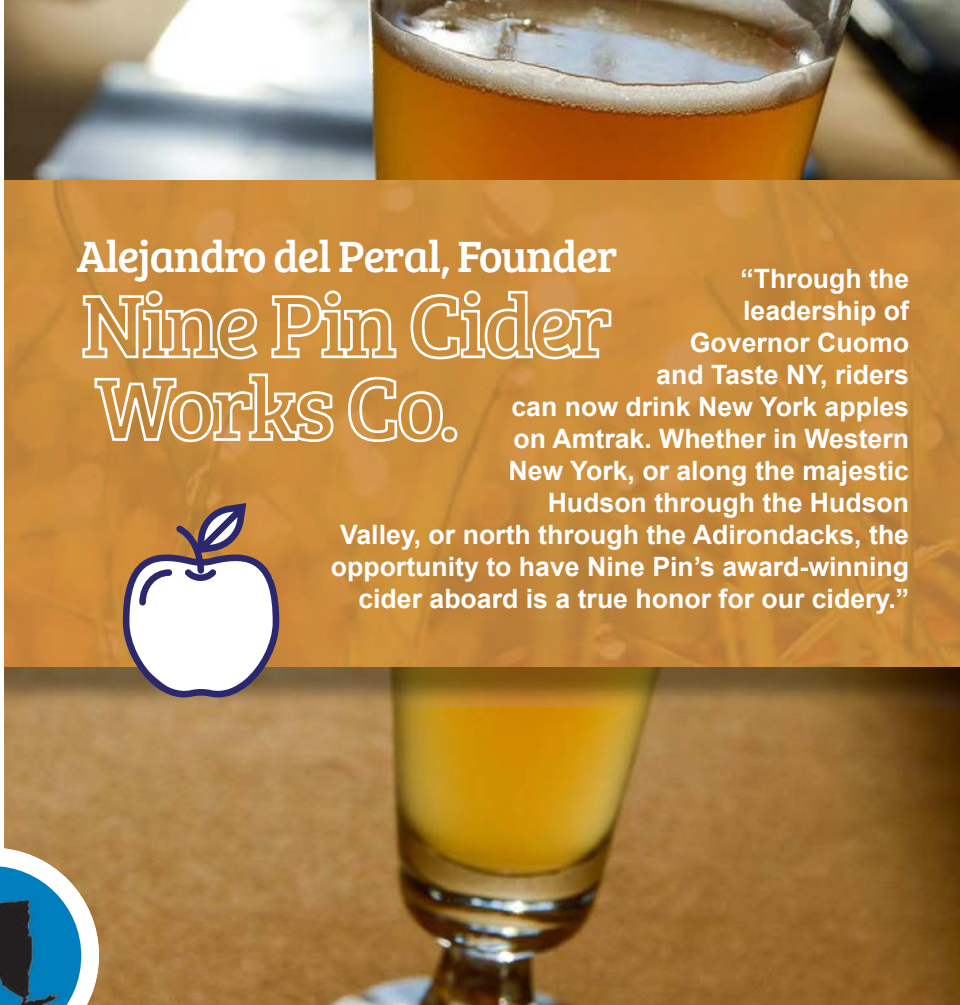
“Through my connection with the Taste NY program, I have been introduced to opportunities I would have never taken part in. My local business has improved because of these opportunities and I am very grateful to the Taste NY team!”



BARCLAYS

PGA GOLF TOURNAMENT LONG ISLAND

Taste NY partnered with State Parks and the PGA Tour to bring the first-ever pop-up Taste NY Café to the Barclays Golf Tournament at Bethpage State Park in August 2016. It featured gourmet dishes that showcased state and Long Island beer, seafood, meats, produce and bakery items.



Alejandro del Peral, Founder Nine Pin Cider Works Co.



“Through the leadership of Governor Cuomo and Taste NY, riders can now drink New York apples on Amtrak. Whether in Western New York, or along the majestic Hudson through the Hudson Valley, or north through the Adirondacks, the opportunity to have Nine Pin’s award-winning cider aboard is a true honor for our cidery.”



GRAND CENTRAL MARKET

The Taste NY Market at Grand Central Terminal, first opened in October 2014, continued to succeed in 2016. For the second year in a row, the market grossed more than \$1 million in sales, reaching more than \$1.7 million last year. The Grand Central location sells craft beverages, food, coffee, and curated gift baskets with all New York products.