



FOR IMMEDIATE RELEASE  
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**DRAFT**

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**New York State Invests \$15 Million to build a Greenmarket  
Regional Food Hub in the Bronx NY:  
Hub Will Provide New Opportunities to Connect Upstate Growers to New York  
City's Growing Demand for Local Food**

New York, NY – The State of New York announced it is investing \$15 million to help build a New York State Greenmarket Regional Food Hub in New York City. The Greenmarket Regional Food Hub will support and promote New York farmers and the mission of the New York State Grown & Certified program, as well as increase New Yorkers' access to fresh and local fruits and vegetables. The announcement was made last week in Hunts Point by Governor Andrew Cuomo, New York State Agriculture Commissioner Richard A. Ball, and Bronx Borough President Reuben Diaz (photos).

"Currently, low-income communities throughout New York City lack access to fresh, healthy foods and small to mid-sized New York state farmers cannot fairly compete with industrial sized farms from the west coast and beyond," says GrowNYC President/CEO, Marcel Van Ooyen. "We are extremely thankful to Governor Cuomo, Commissioner Ball, Bronx Borough President Diaz and Empire State Development for recognizing the importance of connecting upstate growers with city residents and providing the support and funding to help build the Greenmarket Regional Food Hub. This hub will help bring fresh, healthy New York State products into more city neighborhoods and put more money directly into the pockets of our state's family farmers."

Greenmarket Co. has already made great strides in improving mid-size family farmers' access to the local wholesale market but demand from farmers and customers alike far exceeds current warehouse capacity. In 2012, the first year of operation, Greenmarket Co. distributed 500,000 pounds of local food from a small rented warehouse space to New York City restaurants, bodegas, hospitals, food pantries, grocery stores and the organization's Youthmarket and Fresh Food Box programs. In 2016, over 2.5 million pounds of food were distributed to New Yorkers from Greenmarket Co.'s own 5,000 square foot warehouse in the Bronx, half of which went directly into underserved neighborhoods. This represents \$2.2 million that has gone directly to small and mid-sized farmers.

Building on the success of Greenmarket Co., the New York State Greenmarket Regional Food Hub will be a 75,000 square foot state-of-the-art facility located in the Hunts Point neighborhood of the Bronx. It will consist of three main working spaces: distribution and aggregation space operated by Greenmarket Co., refrigerated areas for other farm and food businesses and a light

food processing space. During construction 150 jobs will be created and, upon completion, 95 new living-wage jobs will be available in the marketplace with an emphasis put on hiring workers from the Bronx. Greenmarket Co. projects it will deliver 18 million pounds of local food with \$13.2 million in sales during its first year operating from the hub.

The project was supported by: New York State Assembly Speaker Carl Heastie and Members of the Assembly and State Senate; Manhattan Borough President Gale Brewer; New York City Council Speaker Melissa Mark-Viverito and members of the New York City Council; Empire State Development; New York State Department of Agriculture and Markets; The New York City Economic Development Corporation; GrowNYC's Board Chair Robert Kafin and other Board Members; Mark Izeman of NRDC; numerous partner organizations both upstate and throughout New York City and Greenmarket farmers and shoppers.

Foundation supporters of Greenmarket Co. include: Deutsche Bank, The Doris Duke Foundation, New World/LEP, The Joyce and Irving Goldman Foundation, Rodney L. White Foundation, the New York State Health Foundation, the United States Department of Agriculture, the New York State Department of Agriculture and Markets, Community Food Funders group and the North Star Fund.

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**GrowNYC** is a 501c(3) nonprofit organization that helps residents make ours the most sustainable city in the world. Reaching millions every year, GrowNYC operates Greenmarket farmers markets, engages New Yorkers in recycling education, builds and maintains green spaces and provides young people hands on environmental education. Learn more at [www.grownyc.org](http://www.grownyc.org).

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