GrowNYC's FARMroots provides aspiring and established farmers with business technical assistance and training designed to ensure the long-term viability of farms and farmland.

More Value-Added Products, Expanded Marketing Opportunities for NYS Home Processors by Jack Hornickel

In New York State, the production of most value-added foods requires a 20-C Food Processing Establishment license from the Department of Agriculture and Markets. The license costs $400, lasts for two years, and requires a food safety inspection, both of your equipment and your process. However, the law allows some specified non-hazardous foods—generally bread, cookies, brownies, double-crusted pies, certain jellies—that are made in home kitchens to be sold to the public under the Home Processors registration. Not only is this registration free to the applicant, it also has no expiration date and only requires the submission of a water test. Farmers looking to diversify their product lines have a real opportunity in Home Processing.

And here’s some more good news: the NYS Department of Agriculture and Markets just recently expanded the list of approved non-hazardous foods that can be prepared and sold without a 20-C license. Tasty new additions include cinnamon rolls, donuts, baklava, repackaged dried goods, trail mix, granola bars, toffee / caramels, potato chips, and pretzels. Yum! To see the full list, visit this website.

Home Processor products can be sold in all direct retail channels—from the home, at a farmers market, a retail store, through a CSA, and online.

So, how can you make the most of your own kitchen?”

Photo: @SweetSpotFes

Governor Cuomo Assures There Will Be No Interruption in Service for SNAP Recipients at GrowNYC Greenmarkets This Season by Catherine Crawford

Thanks to the continued leadership of Governor Cuomo, New York State has created a plan to ensure that customers across the United States using...
Supplemental Nutrition Assistance Program (SNAP) at farmers markets can continue to do so, thus protecting the viability of farm businesses in New York and throughout the country.

For the past month, the capacity to accept SNAP/EBT at many farmers markets was in jeopardy. Without Governor Cuomo’s support, the company that operated the app used by Greenmarket and 1700 other farmers markets across the country, Novo Dia Group, would have gone out of business on July 31st. Now, Novo Dia’s app, Mobile Market Plus, will remain in operation at least through February 2019.

GrowNYC is dedicated to ensuring that all New Yorkers can choose to participate in a regional food system, support local farmers, and have access to healthy, local food. We thank Governor Cuomo for his continued leadership in championing upstate growers and connecting them to New York City farmers markets.

"Governor Cuomo’s tenure has been marked by a steadfast dedication to safeguarding the viability of our state’s farms, whether through supporting the New York State Greenmarket Regional Food Hub or promoting and expanding the production of New York State craft beverages. This extension until February will allow enough time to find a permanent solution to processing SNAP at farmers markets; we are deeply grateful for Governor Cuomo’s help," said Marcel Van Ooyen, CEO and President of GrowNYC.

In 2017, GrowNYC processed $1.1 million in sales for farmers through SNAP/EBT cards, and we provide an additional $400k in Health Bucks to SNAP customers to spend on fresh fruits and vegetables, all of which goes directly into farmers’ pockets, helping to keep their farm businesses viable and bolstering rural economies in New York. Throughout the uncertainty of the past month, we’ve been heartened by the effluence of friendship and support from many, many organizations across the state and the country.

**Resources**

**Conference/Events**

Aug 7-9, [Empire Farms Days](Seneca Falls, NY).

Aug 12, [44th NOFA Summer Conference](Honoring our roots, tending our future. Hampshire College, Amherst, MA).

Aug 18, [Co-design the Future of Refugee Agriculture](New York, NY).

Aug 20, [Beginner Farmer Tailgate Talks](5:30-8:00 PM, Stevensville, PA).

**Workshops/Courses**

Aug 12, [Preserving and Canning Workshop](1:00-4:00 PM at Glynwood).

Aug 14, [Forage Quality & Cow Health](10:00-2:00 PM, Stevensville, PA).

**Webinars/Reads**

Aug 13, Join the [Free Range Conversations with American Farmland Trust](to discuss about the unique role farmland can play in putting carbon back into the soil).

Recorded. [Value Chain Coordination: Getting Started](by the National Good Food Network).

Recorded. [Marketing 101 and dairy consumption](

At [Farm School NYC](Aug 8-18, Season Extension. Sep 12-19, Preparing for Winter Also, the application for their 2018-2019 Certification Program is open!)

Aug 12, [Preserving and Canning Workshop](1:00-4:00 PM at Glynwood).

Aug 14, [Forage Quality & Cow Health](10:00-2:00 PM, Stevensville, PA).
Support GrowNYC

By shopping at your neighborhood Greenmarket farmers market, you are directly supporting small family farms and ensuring continued access to fresh local food for all New Yorkers.

Farmroots is a program of GrowNYC, a 501(c)3 nonprofit.

Learn more about GrowNYC’s community gardens, recycling and hands-on education programs and make a donation to support small family farms here.