



Cornell University

Charles H. Dyson School of
Applied Economics and Management
*A unit of the College of Agriculture & Life Sciences
and the Cornell SC Johnson College of Business*

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November 15, 2025

Dear New York State Food, Beverage, or Animal Feed Manufacturer:

Your firm has been identified as having food, beverage, food ingredient, and/or animal feed manufacturing operations in New York State (NYS) and we invite you to share **your insights** in a study being led by Cornell University's Charles H. Dyson School of Applied Economics and Management. You and other NYS manufacturers will benefit from an updated assessment of the industry that informs private and public investments and opportunities to support firm growth and improved profitability.

In collaboration with the **New York State Department of Agriculture and Markets** we are conducting an industry assessment to:

- (1) Identify opportunities for business retention and growth that improve firm competitiveness,
- (2) Enumerate solutions to feasibly expand NYS food products in institutional markets,
- (3) Assess the additive economic impacts of public funds that support capital investments in food, beverage, and animal feed manufacturing, and
- (4) Offer policy makers and business managers information that will enhance the future success of the industry.

To realize these collective benefits, **we need your help**. Below you will find a link for the Qualtrics survey. The survey will take approximately 25-30 minutes to complete. To assist you in completing the survey, a publicly available pdf version is available at <https://cornell.box.com/v/NYSFBManufacturing>. This will be useful for you in understanding what types of information we are asking for in advance and procuring any information from your team members, as necessary. If you prefer to complete the survey with the pdf version instead, you are welcome to do so, simply return it to us in hard copy or email. If you have (or contract with) multiple processing facilities, you only need to complete one survey. Ownership of your own processing facilities is not required for participation.

All individual firm data and information will be kept confidential and reported only in aggregate form. All analysis and output from this survey will be posted online and available to the public. If you provide your contact details in the survey, you will receive notice when the results are available. We will also present the results to industry and public policy officials. Finally, we gratefully appreciate you sharing this survey invitation with other NYS manufacturers and industry associations in your professional networks. More responses improve the quality of the data and provide a clearer picture of industry barriers and opportunities in NYS.

If you have any questions about the research or the survey, don't hesitate to contact Dr. Todd Schmit at 607.255.3015 or tms1@cornell.edu. For us to move forward in a timely manner, please return your completed survey by **December 19, 2025**. Thanks in advance for your valuable time and input; your participation is essential to the success of this effort.

Sincerely,

A handwritten signature in black ink that reads "Todd M. Schmit".

Todd M. Schmit

<https://dyson.cornell.edu/fbm-survey2025>