



A New NYS Farm Directory Launches June 2022

by RJ Anderson and Kitty O'Neil

As part of Cornell Cooperative Extension's role in strengthening New York State agriculture, we are helping to spread word of the New York State Department of Agriculture and Markets' (NYSDAM) plans to launch a statewide online Farm Directory. The Farm Directory, which launched in mid-June, aims to connect consumers with producers of farm products and promote New York farms.

The Farm Directory will appear on the New York State Department of Agriculture and Markets' website at agriculture.ny.gov/farming/farm-directory. It will show information for each listed farm, which can include the farm name, farm type, point of contact, addresses, telephone number, email address, website, social media, and a listing of all available products produced by the farm. Other categories of interest to the public, like the farm's inclusion in the New York State Grown & Certified Program and designations of organic, halal or kosher certified may also be noted. Website visitors will be able to sort or search the directory by any field.

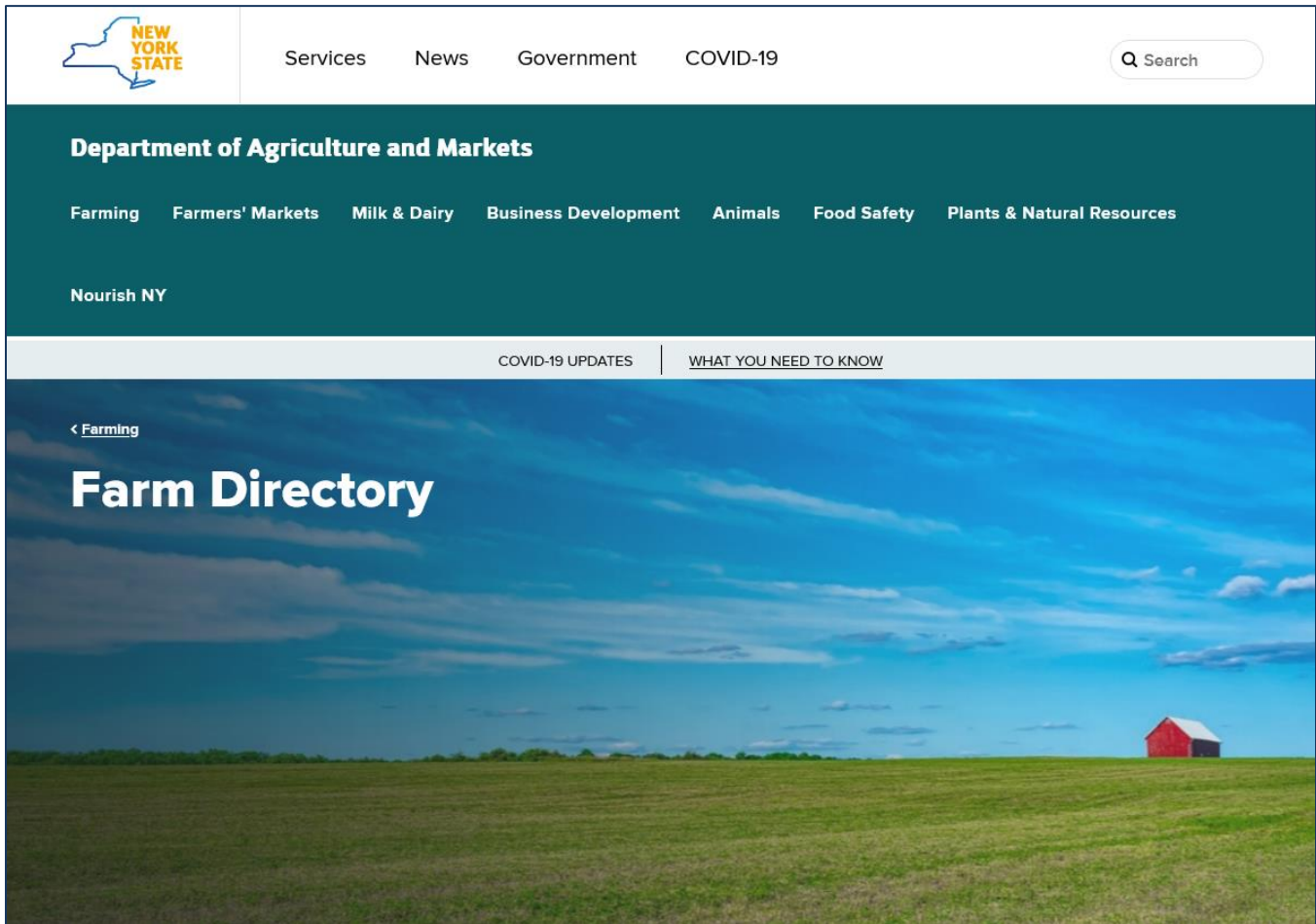
Now, not every NYS farm offers their products directly to consumers, or sales take place somewhere away from the main farm, so NYSDAM has added in some flexibility. Here in NNY, we have farms that may benefit greatly from such a listing and many who may not. Each farm can indicate whether it is open to the public, or if there is another means that their farm product can be accessed. This might include listing a distributor, a brand name that your product is eventually marketed under, or a specific consumer-facing website where the public can determine where to purchase your product in a retail location. The information available on the directory for each farm can be tailored to meet the individual needs of each business and farmers will be able to update their information as desired.

This new Farm Directory derives from Section 16(52) of a new NYSDAM Law, requiring the Department to create a directory of every farm in New York State. All NYS farms will receive a packet in the mail outlining the Farm Directory purpose, a survey to collect information on the farm to be included in the Directory, and a return envelope. The information and questionnaire are also available on a new NYS Farm Directory website here - <https://agriculture.ny.gov/farming/farm-directory>. Scroll down to the "Join the Directory" link to fill out the survey electronically.

All farms are required by law to provide basic farm information to this project, however, NYSDAM provides the opportunity to opt out of the public listing. If you choose not to have your farm participate in the Directory, **you are required by law** to notify the New York State Department of Agriculture and Markets of this decision by opting out. **Farms may opt out by returning the provided survey or indicating it through the online survey linked at the website above.**

Farms that initially opt out can later contact the New York State Department of Agriculture and Markets if they wish to be included at any point. Also, farms can also contact the New York State Department of Agriculture and Markets if they wish to opt out after initially choosing to participate in the Directory.

For questions or additional information on the Farm Directory, please contact the New York State Department of Agriculture and Markets at (518) 485-1050 or FarmDirectory@agriculture.ny.gov.



For more information about field crop and soil management, contact your local Cornell Cooperative Extension office or your CCE Regional Field Crops and Soils Specialists, Mike Hunter and Kitty O’Neil.

Kitty O’Neil
CCE Canton Office
(315) 854-1218
kitty.oneil@cornell.edu

Mike Hunter
CCE Watertown Office
(315) 788-8450
meh27@cornell.edu

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“The North Country Regional Ag Team aims to improve the productivity and viability of agricultural industries, people and communities in Jefferson, Lewis, St. Lawrence, Franklin, Clinton and Essex Counties by promoting productive, safe, economically and environmentally sustainable management practices and by providing assistance to industry, government, and other agencies in evaluating the impact of public policies affecting the industry.”

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