

InsidePride

The Newsletter of the Pride of New York Program

Winter 2007
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Our Pride is Inside.™

2007 Winter/Spring Marketing Campaign Pride Program Urges “Buy Local. Buy Pride of New York.”

Outdoor Campaign

The Pride of New York Program launched a new billboard campaign in four upstate markets – Albany, Buffalo, Rochester and Syracuse. The new billboards ask consumers, “What’s on your table?” and urge them to “Buy Local. Buy Pride of New York.”

To illustrate the wide range of products available from nearly 2,000 members of the Pride of New York Program, the billboards display the Pride of New York emblem and feature fresh flowers, wine, cheese, meat, fruits, vegetables and baked goods.

Program members are encouraged to display the Pride of New York emblem on products or at point-of-purchase locations. The emblem’s use helps to link member products with the campaign and is an important reminder to consumers that New York’s pride is inside all that is made, grown and prepared by Pride members.

Continued inside.

Welcome Commissioner Patrick Hooker

Governor Eliot Spitzer nominated Patrick Hooker to the position of New York State Agriculture Commissioner on January 11, 2007. On February 27, he was confirmed by the NYS Senate making him the 26th Agriculture Commissioner in NYS. Previously, the Commissioner had served with the New York Farm Bureau since 1990, most recently as Director of Public Policy.

A graduate of Cornell University and SUNY Morrisville, Commissioner Hooker was raised in Nelson (Madison County) where his parents grew potatoes and he worked part-time on a farm.

Seventeen years ago, he and his family moved to a farm in Richfield Springs (Otsego County) where they currently board horses and produce maple syrup. He is married to Karen Huxtable and they have two children, Erika and Michael.



A Celebration of New York Food and Wine Gives A Proud Start to New Year

The New Year began with the inauguration of Governor Eliot Spitzer that featured a celebration of New York Food.

NY's Favorite Food brought together many Pride of New York members from across the state and more than 30 different varieties of food and wine – from Buffalo Wings to Long Island Potato Chips, Chardonnay to Riesling.

The New York food festival filled the main concourse at the Empire State Plaza, and welcomed hundreds.

Thanks to all who showed off the Pride of New York for this celebration.

WINES

Anthony Road Wine Company, Penn Yan (Yates County)
Makes a wide range of New York wines using only grapes grown in the surrounding Finger Lakes region.

Bedell Cellars, North Fork, Cutchogue (Suffolk County)
Produces award-winning Merlot and Bordeaux-style blends and is known for its distinctive Reserve Chardonnay and Gewurztraminer.

Clinton Vineyards, Clinton Corners (Dutchess County)
Established in 1977, is a premium producer of Seyval Blanc, white table wine, champagnes, and dessert wines from grapes grown on the estate.

Dr. Konstantin Frank Vinifera Wine Cellars, Hammondport (Steuben County)
Helped put New York's wine industry on the map with its original plantings of European vines – Rieslings, Chardonnay, Pinot Noir, Gewurztraminer and Cabernet Sauvignon.

Johnson Estate Winery, Westport (Chautauqua County)
New York's oldest estate winery, the entire vinification process – from crushing to bottling – occurs on the estate under the Johnson family's direct control.

King Ferry Winery, King Ferry (Cayuga County)
A small farm winery making handcrafted Chardonnays and other wines, best known under the internationally award-winning Treleaven Wines label.

Millbrook Vineyards & Winery, Millbrook (Dutchess County)
Founded in 1982, was the first Hudson Valley vineyard devoted to the cultivation of vinifera grapes.

Paumanok Vineyards, Aquebogue (Suffolk County)
Founded in 1983, has dense plantings of Chardonnay, Riesling, Sauvignon Blanc, Chenin Blanc, Merlot, Cabernet Sauvignon, Cabernet Franc and other superior vinifera grapes.

Warm Lake Estate Vineyard & Winery, Lockport (Niagara County)
Produces exclusively Pinot Noir grapes and is the largest Pinot Noir vineyard east of the Rocky Mountains.

Widmer's Wine Cellars, Naples (Ontario County)
Includes the award-winning Brickstone Cellars, which hand-selects grapes from its Seneca Lake vineyards, as well as craft Rieslings, Chardonnays, and Meritages.

FOOD

Anchor Bar, Buffalo (Erie County)
Widely recognized as the birthplace of Buffalo-style chicken wings.

Cornell Dairy, Ithaca (Tompkins County)
Located at the College of Agriculture and Life Sciences at Cornell University, produces ice cream, pudding, apple cider, yogurt, and other foods for the Cornell community.

Dinosaur Bar-B-Que, Syracuse (Onondaga County)
Famous for its acclaimed ribs and pulled pork sandwiches, with branches in Rochester and Harlem.

Fly Creek Cider Mill & Orchard, Fly Creek (Otsego County)
Specialty items include apple salsa, salad dressings, hot sauces, preserves, mill-made fudge and molasses crinkles.

Golden Harvest Farms, Valatie (Columbia County)
Produces 16 varieties of apples, as well as cider, cider donuts and pumpkins.

Sam A. Lupo & Sons, Endicott (Broome County)
Supplies one of the most popular brands of Spiedie marinades and meats.

Martin Sidor Farms, Mattituck (Suffolk County)
Began producing kettle-cooked, all-natural North Fork Potato Chips in 2003.

The Matt Brewing Company, Utica (Oneida County)
New York's oldest brewery is home to the Saranac brand of beers and soft drinks.

McCadam Cheese, Chateaugay (Franklin County)
Established in 1876, offers Adirondack Reserve Wicked Sharp Cheddar, Creamy Muenster, and award-winning Pepper Jack cheeses.

Nelson Farms, Cazenovia (Madison County)
Created a recipe for white chocolate and blueberry cookies to commemorate Governor Spitzer's inauguration.

Ronnybrook Farm Dairy, Ancramdale (Columbia County)
Dairy products include chocolate milk, coffee milk, yogurt and yogurt drinks, and ice cream.

Saratoga Spring Water Co., Saratoga Springs (Saratoga County)
Providing America with spring water products for over 134 years.

Wood Homestead Maple Syrup, Stamford (Delaware County)
Produces jugs of maple syrup and pieces of maple sugar.

Yancey's Fancy, Corfu (Genesee County)
Specializing in handcrafted cheeses that are unique to New York State, including Yancey's Buffalo Wing Hot Sauce Cheddar.

Yonah Schimmel Knish Bakery, New York (New York County)
Operating on East Houston Street since 1910, serving potato, spinach, and kasha knishes.

Pride of New York Calendar

2007 Consumer Events

Mar 17-18	Maple Weekend	Statewide
Mar 17-18	Pride of NY Farm, Food & Fun Fest	White Plains, NY
Mar 24-25	Maple Weekend	Statewide
Apr 28-29	Hudson Valley Beer & Food Festival	Hunter, NY
Jun 12	Dairy Day	Albany, NY
Jun 22-24	Great NYS Food & Wine Festival	Clayton, NY
Jul 7-8	Taste of Buffalo	Buffalo, NY
Jul 26-27	Oswego Harborfest	Oswego, NY
Jul 28	Little Finger Lakes Festival	Conesus, NY
Aug 8	I LOVE NY Food Festival	Albany, NY
Aug 23-Sep 3	Great New York State Fair	Syracuse, NY
Sep 6-8	Saratoga Wine & Food Festival	Saratoga Springs, NY
Sep 8-9	Hudson Valley Wine Festival	High Falls, NY
Sep 22-23	Hudson Valley Garlic Festival	Saugerties, NY
Sep 29-30	Altamont Orchards Harvest Festival	Altamont, NY
Sep 29-30	Naples Valley Grape Festival	Naples, NY
Oct 6-7	Goold Orchards Harvest Festival	Schodack, NY
Oct 20-21	Greater NY Wine & Food Expo	Tarrytown, NY
Nov 10-11	Pride of New York Harvest Festival	Albany, NY

2007 Trade Shows

Mar 20	Eastern Produce Council Meeting	West Orange, NJ
May 5-8	Food and Beverage Buyers Mission	Chicago, IL
May 6-8	Spring Fancy Food Show	Chicago, IL
May 6-8	FMI/US Food Export Showcase	Chicago, IL
May 19-22	Foodservice Buyers Mission	Chicago, IL
May 20-23	NRA/American Food Fair	Chicago, IL
Jun 3-5	Dairy, Deli, Bakery Buyers Mission (IDDBA)	Anaheim, CA
Jul 7	Summer Fancy Food Buyers Mission	New York, NY
Jul 8-10	Summer Fancy Food Show	New York, NY
Jul 21-22	Finger Lakes Wine Festival	Watkins Glen, NY
Aug 7-9	Empire Farm Days	Seneca Falls, NY
Oct 12-15	PMA/Fresh Summit International Convention	Houston, TX
Nov 12-13	Kosherfest 2007	New York, NY

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“Buy Local. Buy Pride of New York.”

Radio Campaign

In early January, the Pride of New York Program developed new 30- and 60-second radio commercials that encourage consumers to “Buy local. And bring home the Pride.” The new radio commercials can be heard in the Albany, Binghamton, Buffalo, New York City and Hudson Valley markets.

Partnerships in Pride

The Pride of New York Program, is a member-based initiative. In this section, the Pride Program acknowledges those who help the Program continue to grow through education, promotion and events. It is this dedication that helps to move the Program forward on its mission to support and generate consumer demand for New York foods and agriculture.

In this edition, we acknowledge Steve Miller.

Steve Miller, the Farmers’ Market Nutrition Program Coordinator for Cornell Cooperative Extension of Madison County, organized a program that featured special days filled with fun ways to recognize and enjoy two important New York State crops – cabbage and potatoes. These events took place at more than 60 Pride of New York Farmers’ Markets in 2006.

At the events, consumers learned how to make great coleslaw and other cabbage dishes with samplings and cooking demonstrations using locally grown cabbage. Children, too, found out more about the nutritional value of leafy vegetables with the help of trading cards featuring such unique creatures as the Cabbagesaurus and Lettuceratops, courtesy of the national Leafy Greens Council, a co-sponsor.

Then, the focus turned to New York-grown potatoes. Visitors to the participating markets were invited to be part of a statewide taste testing to judge New York State’s best-tasting potato. Several Pride of New York producers provided more than a ton of potatoes for the tastings – Cornell University’s fields in Ithaca and Freeville, and Hofmann Potatoes of Springville. Cooking demonstrations and children’s activities took place with information about where to buy local potatoes provided by the Empire State Potato Growers, Inc.

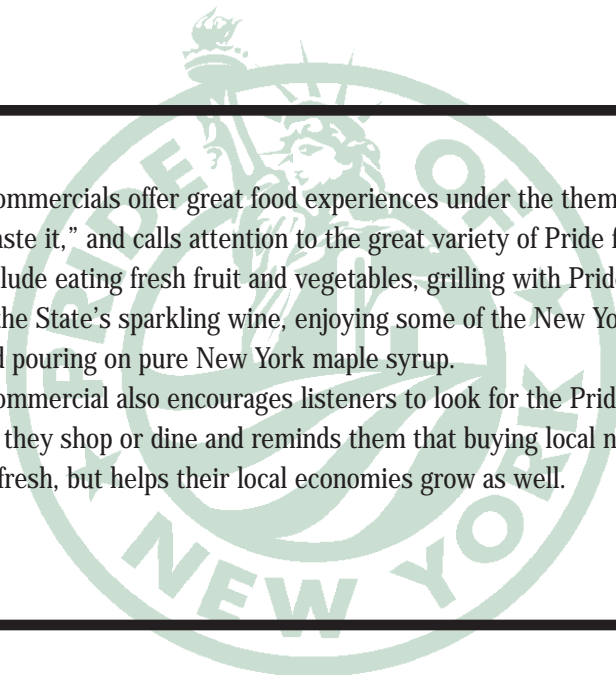
“The goal of these events was to encourage the use of locally grown fruits and vegetables,” said Miller. “WIC recipients and low-income seniors, who are served by FMNP, especially need to incorporate more fresh vegetables and fruits into their diets. And, the Pride of New York Program helps all consumers to identify foods and agricultural products grown and made in the State.”

The New York State Farmers’ Market Nutrition Program provides checks to low-income, nutritionally at-risk families enrolled in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and Senior Nutrition Programs. The purpose of the program is to promote improved nutrition through increased consumption of locally grown fresh fruits and vegetables.

Steve has his master’s degree in horticulture from Clemson University and his bachelor’s from SUNY College of Environmental Sciences and Forestry in Syracuse. He has worked with Cooperative Extension since the late 1970s and has a contract with Cornell and the State Department of Agriculture and Markets to work with the FMNP on a statewide basis.

The commercials offer great food experiences under the theme, “The Pride. You can taste it,” and calls attention to the great variety of Pride food products. These include eating fresh fruit and vegetables, grilling with Pride marinades, savoring the State’s sparkling wine, enjoying some of the New York’s great ice cream and pouring on pure New York maple syrup.

The commercial also encourages listeners to look for the Pride emblem wherever they shop or dine and reminds them that buying local not only means good and fresh, but helps their local economies grow as well.



Program Offers New Cooperative Advertising

For Pride Members ONLY



Continued from back cover.

All three stations give Pride members tightly targeted media schedules. This powerful series of commercials will run throughout 2007 to enable Pride members to choose the timeframe that best fits their marketing needs.

Pride of New York members may select from a variety of packages – all offering cooperative funding from the Pride of New York and the participating stations. Each package includes professional production of a 23-second TV commercial with the member's message, linked to a 7-second Pride of New York tag, to create a 30-second message unit.

The campaigns also are supported by public service announcements and website links from the participating stations.

Pride members may run their commercial in one, two or all three markets. For each package purchased, the Pride Program will co-op 25% (up to \$1,000) per member per year in each market to support their marketing efforts. Each of the participating stations has matched the Pride Program's co-op funding with a bonus co-op of 25% (up to \$1,000) – a TRULY GREAT value!

The goal of these campaigns is to continue building awareness, preference and sales for Pride members' products by encouraging residents to look for and buy locally grown and processed Pride products where they shop and

dine. The campaign benefits those who use and display the Pride of New York emblem.

To be part of these special "Buy Local. Buy Pride of New York." television campaigns, you must be a member of the Pride Program. For membership information, contact the Program at 1-800-554-4501 or email info@prideofny.com.

For information about participating in this year's campaigns, members should call the account executives at the participating stations.

WHEC News 10 NBC

Christine Sibilio
585.546.0713
csibilio@whec.com



WSTM NBC 13

Robyn Bombard
315.477.9685
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SarahNicole Mahoney
518.207.4736
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2006 Co-Op Program Pays Off for Members

Twenty-nine members of the Pride of New York Program were part of the television cooperative advertising in 2006. The results? Here's what a few of them had to say.

Chip Ellms Ellms Family Farms, Ballston Spa (Saratoga County)

I saw a definite increase in awareness while the ad was on air – our phones were ringing off the hook. Our two biggest weekends followed the promotion.

Jack and Faye Beckwith Beckwith Family Christmas Tree Station, Hannibal (Oswego County)

We felt the co-op program was very beneficial as we gained exposure for the Christmas Tree Farm and attracted buyers from outside our immediate area. Our sales increased 10 percent. We appreciate the opportunity the Program provided because we could have never afforded this on our own.

Tony Emmi Emmi & Sons, Inc., Baldwinsville/Liverpool (Onondaga County)

Our average sales were higher this summer compared to 2005. We received a lot of positive feedback.

Barb Quijano Plainville Farms, Plainville (Onondaga County)

We viewed the Program as very beneficial as it increased our exposure and reminded consumers to choose New York products when they shop.

Pride of New York members who participated in the 2006 cooperative advertising campaign were:

Abbott Farms, Baldwinsville

Beak & Skiff, Lafayette

Beckwith Family Christmas Tree Station, Hannibal

Brown's Berry Patch, Waterport

Casa Visco, Schenectady

Cayuga Wine Trail, Fayette

Central New York Regional Market, Syracuse

Dominick's Gourmet Sauce, Albany

Eagle Mills, Broadalbin

Ellms Family Farm, Ballston Spa

Emmi & Sons, Baldwinsville/Liverpool

Enrico's, Syracuse

George's Market & Nursery, Latham

Gianelli Sausage, Syracuse

Golden Harvest Farms, Valatie

Goold Orchards, Schodack

Healthy Sisters Soup & Bean Works, Rochester

Lakeside Cider Mill Farm, Ballston Lake

NY Bold Onions, Fulton

Ontario Orchards, Oswego

Plainville Farms, Plainville

Reeves Farms, Baldwinsville

Reliable Brothers, Green Island

Rochester Public Market, Rochester

Salamida's Spiedie Sauce, Johnson City

Saratoga Sod, Stillwater

Second Chance Orchards, East Syracuse

Stokoe Farm, Scottsville

Weber's, Buffalo

Share in the Pride

Membership in Program Offers Many Benefits

The Pride of New York Program promotes and markets New York State products in partnership with its nearly 2,000 members – people and businesses who take pride in providing a diverse range of food and agriculture products.

By using the Pride of New York emblem on their products and packaging, New York State businesses are creating an association with consumers who are eager to purchase New York State-grown and prepared products. This association is developed from the Pride of New York's on-going advertising and branding efforts supporting Pride of New York products. Consumers know that products displaying the Pride of New York emblem are among the State's best.

Use of the Pride of New York emblem is a benefit that belongs only to members. When you become a Pride of New York member, you receive a number of benefits as well as a competitive edge to help build business. These benefits include:

- Point-of-purchase materials, window and door signage, stickers, aisle displays, banners, table tents, menu clips, wine charms and more to help promote your products.
- Statewide multi-media campaigns urging customers to look for Pride of New York products where they shop and dine.
- Increased exposure to retailers and restaurants as well as purchasers for state institutions, schools and others that seek local products and business.



- Local, national and international tradeshow opportunities that attract consumers as well as supermarket retailers, exporters, brokers and distributors, direct marketers and food service operators.
- Cooperative advertising and marketing opportunities.
- Inclusion on the Pride of New York website that makes it easy for customers to find you.
- Advertising and promotional materials such as direct mail, print ads, brochures and other materials that can be used by members.
- A periodic newsletter to keep you abreast of upcoming events and successful marketing campaigns.

- The opportunity to be part of the Pride of New York exhibit at the New York State Fair, which features sampling stations and attracts nearly a million consumers.
- Working relationships and key partnerships that are established with the Program and other members.
- The ability to display the Pride of New York emblem on your products.
- And more!

Start enjoying the benefits. Be part of the Pride.

Applications can be downloaded from www.prideofny.com or by contacting Sue Santamarina, Manager, Pride of New York Program, at 800-554-4501.





Eliot Spitzer

Governor, State of New York

Patrick Hooker

Commissioner, NYS
Department of Agriculture
and Markets



Pride of New York

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Albany, NY 12235
1-800-554-4501
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Program Offers New Cooperative Advertising Opportunities in Albany, Rochester and Syracuse Markets

The Pride of New York is continuing its successful television cooperative advertising campaign in 2007 with participating NBC stations in the Albany, Rochester and Syracuse markets. The campaigns are designed to promote Pride members and their products and to reinforce the important message, "Buy Local. Buy Pride of New York."

Stations participating in the 2007 cooperative advertising program are WSTM NBC 13 in Syracuse, WHEC News 10 NBC in Rochester and WNYT NewsChannel 13 in Albany.

First launched in April 2006, these cooperative television campaigns have had remarkable success and growth.

Continued inside.

I felt the program was very beneficial to the business as it allowed us to utilize broadcast media that is usually price prohibitive. We would like to participate in this again if the Pride Program can continue to support it.

James Farr

*Rochester Public Market, Rochester
(Monroe County)*

Take Advantage of Pride Cooperative Advertising Opportunities