Int. No. 1654

By Council Members Ayala, Kallos, Gibson and Lander

..Title

A Local Law to amend the administrative code of the city of New York, in relation to neighborhood awareness campaigns regarding farm-to-city projects

..Body

Be it enacted by the Council as follows:

Section 1. Chapter 1 of title 17 of the administrative code of the city of New York is amended by adding a new section 17-199.12 to read as follows:

§ 17-199.12 Farm-to-city projects. a. Definitions. As used in this section, the following terms have the following meanings:

CSA. The term “CSA” means community supported agriculture partnerships, usually formed between farms and consumers, which allow communities or community members to invest in farms in exchange for regular receipt of such farms’ produce.

Farm-to-city project. The term “farm-to-city project” refers to neighborhood- or community-based local fresh food projects, which include, but are not limited to, CSAs, farmers’ markets, food boxes and fresh pantries.

Farmers’ market. The term “farmers’ market” means an open-air market held for the sale of products grown, raised, caught or baked by regional farmers, producers and fishers to the general public and that does not have a fundraising component. A farmers’ market may be run a large, centrally-managed network, or by a single community organization, garden group, neighborhood or community.

Food box. The term “food box” means a program that aggregates fresh produce from participating providers and enables consumers to purchase or acquire fresh, regionally-grown produce at a set price that is typically below retail value.

Fresh pantry. The term “fresh pantry” means a program that collects fresh produce from local providers and donates them at no cost to local food pantries, homeless facilities, soup kitchens and other community centers for distribution.

b. Neighborhood-specific awareness campaign. The department shall develop materials and conduct neighborhood- and community district-specific public awareness campaigns and culturally-sensitive education campaigns, in each of the designated citywide languages as defined in section 23-1101, regarding all farm-to-city projects available in each community district and neighborhood throughout all five boroughs. The department shall also post all relevant information, broken out by neighborhood, community district and zip code, on its website.

§ 2. This local law takes effect 90 days after it becomes law.

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