



AGENCY TRANSPARENCY PLAN UPDATE

Last Updated: February 15, 2024

SELECT DELIVERABLES ACHIEVED SINCE 2021

Expansion of media outreach and social media on emerging issues

The Department of Agriculture and Market (“Department”) frequently shares information about issues including Highly Pathogenic Avian Influenza, Spotted Lanternfly (SLF), and other invasive species through the Department’s Monthly Harvest newsletter, social media pages, and press releases. In August 2023, the Department held an event with the Division of Plant Industry and Cornell University experts, in New York City, to help residents identify and manage SLF. Plant Industry Director Chris Logue held media availability on SLF and has done dozens of interviews with various media outlets to help get the word out. The Department also helped to promote Invasive Species Awareness Week.

Instagram: <https://www.instagram.com/nyagandmkts/>

Facebook: <https://www.facebook.com/nyagandmarkets>

Twitter: <https://twitter.com/nyagandmarkets>

YouTube: <https://www.youtube.com/@nysdepartmentofagriculture9462/videos>

Sample of Media Advisories:

<https://agriculture.ny.gov/news/new-york-state-and-cornell-university-experts-provide-update-spotted-lanternfly-and-tips>

<https://agriculture.ny.gov/news/new-york-state-and-cornell-university-integrated-pest-management-program-provide-update>

<https://agriculture.ny.gov/news/media-availability-discuss-spotted-lanternfly-new-york-state-0>

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Solicitation of comments, critiques, and ideas for the Fair

A survey, performed by the advertising agency under contract with the Department for work at the State Fair, solicits comments/feedback from fairgoers on what they liked/disliked about the Fair. Staff get the results after the Fair and use that info each year in several ways, including ground and stage entertainment acts the Fair books and what new vendors to search out.

State Fair staff also have a public relations email address that the Public Information Office monitors year-round to keep open communication between the community and the people that help plan the Fair. That email address is statefairideas.ny.gov.

State Fair Staff hold meetings with vendors/sponsors prior, during, and after the Fair to assess the State Fair Staff customer service. This direct dialog is critical to find ways staff can better serve partners.

Project Sunlight training

The Department required training for all covered individuals in 2023 and will commence a biennial mandatory cadence hereinafter.

INITIATIVES TO BE IMPLEMENTED IN 2024

Strengthening databases in the Division of Agricultural Development

In 2023, the NYS Grown & Certified (NYS G&C) website, certified.ny.gov, was completely rebuilt to provide a comprehensive and more user-friendly experience. All program participants now have listings on a where to buy tab, which includes business name, product information, contact, and website/social media pages. In addition, as part of the website overhaul, the map search feature was redesigned.

Both the NYS G&C and Taste NY databases were consolidated within the last year. The Taste NY database is updated regularly with submissions from new businesses through the taste.ny.gov website. Taste NY vendor information is also regularly gathered and/or crosschecked with data provided by Taste NY Welcome Center market operators. Upon request, the list of NYS G&C participants can be exported from the website to a pdf or Excel file and shared.

In 2024, to streamline database management processes, improve the ability to respond to information requests on a timely basis, and ensure efficient communications with vendors across programs, Agricultural Development will explore the potential acquisition of a Customer Relationship Management tool.

NYS Grown and Certified: <https://certified.ny.gov/>

Taste NY: <https://taste.ny.gov/>

Online publication of statutorily mandated reports

In 2024, the Department intends to undertake a review of all statutorily mandated reports authored by the Department, assessing current and future online availability.