

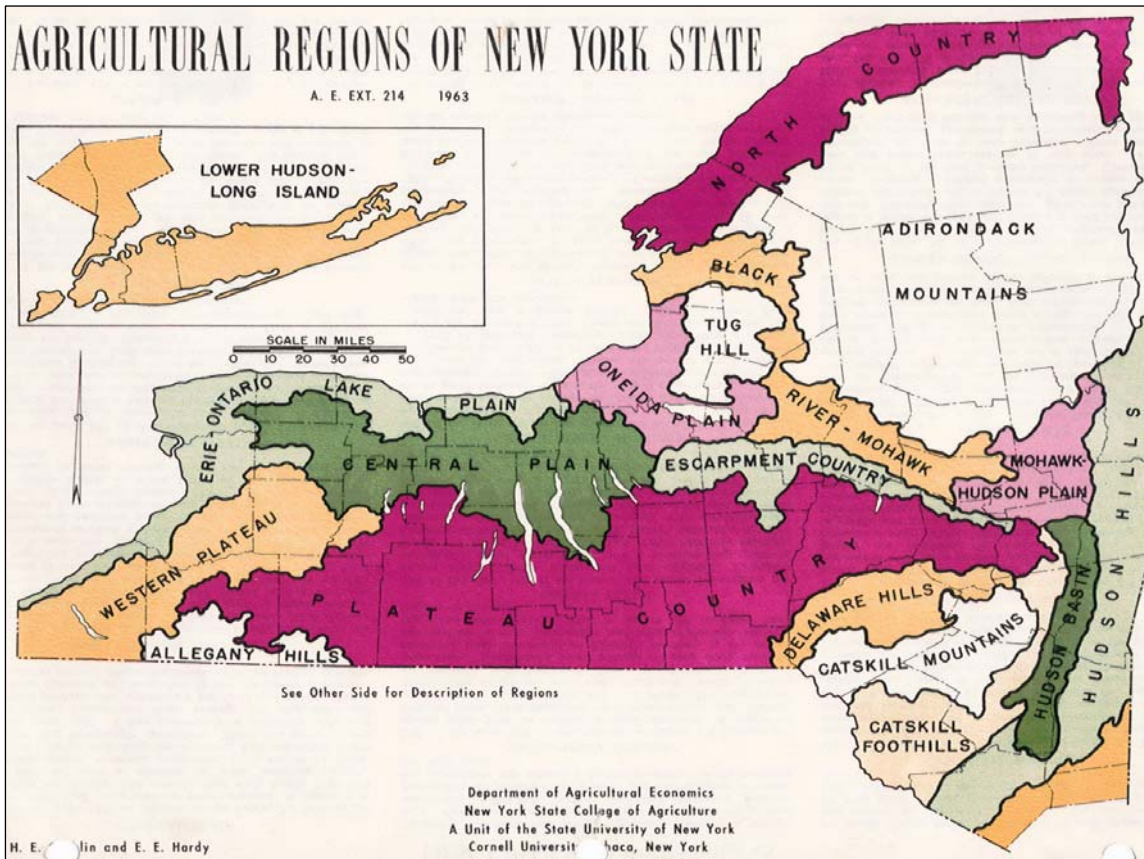


Regional Marketing Campaigns and Specialty Crops in New York State

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Regional Marketing Campaigns in New York State

New York State is blessed with a very diverse physical and cultural landscape. This is reflected in the division of the state into 18 agricultural regions that tend to specialize in particular crops: dairy, fruits, vegetables, field crops, wines, horticulture).



Regional Marketing Campaigns and Specialty Crops

Below is a list of the regional promotion campaigns and their examples of their specialty crops that are unique to their

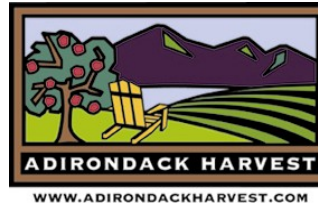
KEY

Bold: Title of regional agriculture marketing campaign

■ Bullets: Key specialty crop regions

Adirondack Harvest

- Lake Champlain Apple Belt
- Croghan maple sugar cluster
- North Country dairy region
- Black River Valley dairy region

**Pure Catskill**

- Margaretville celebrates the cauliflower — for which it was famous 100 years ago — with an annual festival.

**Long Island Grown**

- Long Island American Viticultural Area (AVA)
- North Fork potato growing district
- Long Island green industry cluster

**Finger Lake Culinary Bounty**

- Lake Ontario Apple Belt
- Cayuga and Seneca American Viticultural Areas (AVAs)
- Sauerkraut production district in Ontario Co. (includes one of the largest sauerkraut factories in the world)
- Lyons (Wayne Co.) was the Peppermint Capital of the world and could come back

**Mohawk Valley (new)**

- Former “hops capital of the world” currently trying to make a comeback
- Oswego muck onion producers (NY Bold brand)
- Madison county muck region still produces onions (around Ontiontown)

Hudson Valley Harvest (defunct)

- Black Dirt Region onion/specialty crop region (largest muck crop region in Northeast)
- Ulster County Fruit Belt (cradle of American Wine Industry)

**Our Lakes Make it Local (defunct)**

- Lake Erie American Viticultural Area (AVA)
- Concord Grape Belt

