

Would this cover labels with the Grown & Certified logo on them?

Yes, per Section 2.4 Eligible Costs: Product Packaging – Design and/or design changes to packaging materials to include NYS G&C logo

How long is the grant available?

The deadline for applications is September 30, 2026. Funding will be awarded on a first come, first served basis. All applications must be reviewed by AGM and upon approval a Letter of Agreement will be signed for reimbursement.

Can I mail in the application, or does it have to be emailed?

Either form is acceptable. Please note that applicant is responsible for deadlines, not carrier services or addressees in the Department.

Applicants must register in the Statewide Financial System (SFS). Please use <https://grantsmanagement.ny.gov/register-your-organization-sfs> and follow the steps outlined to register and get prequalified prior to applying.

If we incorporate the NYS Grown & Certified label into the website, would the cost of the website count for funding under the grant?

Yes. Please note that all website additions must also link back to the NYS Grown & Certified webpage (certified.ny.gov). Not all elements of a website rebuild will be eligible. Awarded funding is dependent on project.

We only have one product that is NYS Grown & Certified, and we are preparing to submit 2 more SKU's for approval to have a line of products that are NYS G&C. Do I have to wait until the other SKU's are approved or can I apply for this grant with the one product line?

No, you do not have to wait for those products to be approved to the New York State Grown & Certified program. You may submit your application for your marketing project and can use approved projects on any future products that are eligible to carry the label.

Are billboards considered an allowable expense (print marketing) for the purposes of this grant?

Yes

RFA#0331 talks about print, radio and digital ads being eligible for reimbursement. Are TV ads eligible?

Yes

Do these documents need to be submitted with the initial application or will they be requested later?

- Vendor Assurance of No Conflict of Interest • Executive Order 177 • Vendor Integrity Questionnaire
- Proof of Workers Compensation and Disability Insurance (see Explanation of Workers Comp requirements) • Substitute W-9 • Contractor Information Checklist

These documents will need to be submitted prior to contract execution and will be sent with the Letter of Agreement. If any of this documentation is expired when the contract is ready to be executed, new, unexpired documentation will need to be submitted before the contract can be executed.

Can someone at the agency register my business for me?

No. Applicants MUST follow the steps listed on <https://grantsmanagement.ny.gov/register-your-organization-sfs>. All documents can be found on this website and applicants can follow the steps to register and become prequalified. For additional help please contact the SFS help desk at grantsmanagement@its.ny.gov. No documents for *SFS registration* should be sent to AGM.

Would paid ads that promote NYSG&C product availability in a specific location be eligible?

Yes. In conjunction with an applicant's own messaging, efforts must also direct traffic back to our website and/or reference the program.

How long does the repayment process take?

The repayment process is dependent upon volume of claims. In order to assure a timely payment, contractor should ensure that all claims are complete when submitted.

Does this funding opportunity allow for the costs associated with the development of the marketing materials, specifically, the cost of hiring a marketing professional to develop these items?

This is dependent upon the elements provided in the marketing professional's proposal. Costs more directly related to the intent of the grant program will be considered.

We are designing produce boxes to include the NYS Grown & Certified seal. Can the full cost of production of these boxes be reimbursed?

In most cases, yes. Program will only fund packaging that showcases the NYS G&C label.

Must the seal be in the cyan and grey or can it be either (a) our brand color green on white background, or (b) black on white background?

All representations of the seal must follow brand guidelines. Cyan, grey, black and white are the approved colors for the seal.

Are funds still available?

Yes.

Would this grant cover the costs associated with building a roadside oyster farmstand that prominently features the NYSG&C Logo and offers print marketing brochures about the NYSG&C program. If so, would the grant also cover the cost of the refrigerator and/or cooler required for the farmstead?

This particular grant does not cover infrastructure costs so the cooler and refrigerator would not be eligible. The cost of the building would also be ineligible. Because this grant is to create long lasting display of the NYS G&C label, along with your own, it would be very subjective to what sort of permanent sign/structure would be eligible. But the whole building would not be

I am a founding member of a collective of cider makers working together to promote Finger Lakes ciders. If I could get those producers not currently a part of your program to have products certified, could each of us have access to the advertising and marketing grant with each of us proposing a grant for 50% marketing of our own business promotion (getting the labels revamped, marketing signage), and a 50% ask to promote the Finger Lakes Cider Trail?

Yes. All producers applying directly for funding must be in program. Most of the producers represented on the trail must also be in program.

Would NYS G&C support a collaborative effort (the FLXCT trail) along with our own individual businesses?

Yes. All producers applying directly for funding must be in program. Most of the producers represented on the trail must also be in program.

Is there enough grant funding remaining for 8-10 producers to apply this spring?

Currently yes, but funding is based on a first come, first served basis, so applications should be submitted in a timely manner.

One question, if we did digital ads on a local or regional news site, and it provides a "click our sponsor" aspect, is this acceptable (clicking back to *company*) if we include the NYS Grown and Certified logo on our website that is an active link to your website?

Yes, any digital marketing must include the logo with an active link to [they certified.ny.gov](https://www.certified.ny.gov) website. The ad must also include the NYS G&C logo.