

Addendum 1
New York State
Department of Agriculture and Markets
RFA#0331- Request for Applications
for the
New York State Grown & Certified Cooperative Marketing Program
Issued December 10, 2024

Section 2.4 of the RFA is amended as follows:

2.4. Eligible Costs

All material produced bearing the NYS G&C logo must adhere to the *NYS G&C Style Guidelines* and *Licensing Agreement*. Applicants must obtain ~~three~~ competitively priced quotes for all projects **in funding requests. More quotes may be requested for further clarification at the discretion of the Department.** Prior to production, all material bearing the NYS G&C logo must be submitted to the Department for pre-approval; **the Department reserves the right to withhold payment for material bearing the NYS G&C logo produced without pre-approval.** Grant funds may be used for any of the following purposes directly related to the completion of an eligible project. Eligible costs include but are not limited to:

Product Packaging:

- Design and/or design changes to packaging materials to include NYS G&C logo.
- Equipment to facilitate adding the NYS G&C logo to packaging materials.
- Consumer facing packaging materials that display the NYS G&C logo.
- Items that display the NYS G&C logo included inside packaging materials.

Marketing & Advertising:

- Print advertisement that displays the NYS G&C logo, including graphic design and ad placement costs.
- Radio advertisements that promote the NYS G&C brand and create meaningful, long-lasting brand recognition; radio advertisement projects must be able to report metrics.
- Print and radio advertisements must include information on where to buy NYS G&C products.
- Costs associated with adding the NYS G&C logo to other customer-facing marketing opportunities, ex. adding the logo to the side of delivery truck.
- Product displays that contain the NYS G&C logo strategically placed inside the store, e.g., free-standing displays, endcaps, hangtags, shelf slides, cooler clings, floor graphics.

- Costs related to tradeshow exhibition that would otherwise not occur such as: booth costs, marketing materials, and display creation for long-term use.

Digital Marketing:

- Marketing efforts that use an electronic device and/or the internet to display the NYS G&C logo, e.g., digital advertising, email marketing, online brochures, social media marketing, etc.
- All digital marketing projects must be able to report metrics.
- All digital marketing must include a link to certified.ny.gov website.

Section 2.8 of the RFA is amended as follows:

2.8 Successful Applicant Requirements

- Awardees will be required to execute a Letter of Agreement with the Department.
- Awardees will be required to comply with the New York State Workers' Compensation Law, Sections 57 and 220, that require that the Department not enter into a contract unless proof of Workers' Compensation and Disability Insurance is provided in a form satisfactory to the New York State Workers' Compensation Board.
- ~~Appendix A~~ **Appendix A** <https://ogs.ny.gov/procurement/appendix> will be a part of any project funded. It contains standard clauses that are required in all State Contracts. Successful applicants will be responsible for complying with the terms and conditions contained therein.
- The Department and State Comptroller's Office reserve the right to audit the Applicant's books and records relating to the performance of the project during and up to six years after the completion of the project.
- Successful applicants will be required to submit a [Contractor Information Checklist form](#).
- All applications submitted, and all related contracts and reports may be subject to disclosure under the Freedom of Information Law.
- Successful applicants will be required to comply with all applicable State and federal statutes regulations and policy requirements.