# NY Local



## Jobs, Economics, and Public Policy -- Food, Fibers, and Fuel

### *NY Local* is a syndicated public television show, a website, a teaching resource, and an extensive video blog.

**Jobs and Sustainability**
*NY Local* is the story of New York State jobs; jobs for the people of New York who grow, make, market, and consume the agricultural products of New York… **jobs that support the farmer**, jobs that bring added value to crops by marketing, preparing, and selling foods and other farm products to consumers everywhere. It's the story of New York State agriculture in the 21st Century, the story of the multiplier effect of agriculture on communities and the New York State economy.

**Pulling Back the Curtain**
With every story in *NY Local*, you meet the people who grow food, fiber, and renewable energy in New York State … the people who live in New York's urban, suburban, rural, and wild places and work at **jobs that cannot be outsourced** -- jobs that depend directly on the land and people of the Empire State.

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**From Times Square to Tarrytown, and from Bensonhurst to Buffalo**
*NY Local* brings cultural understanding between the two worlds of New York State: the problems and innovative solutions devised by those who provide food for New Yorkers, and the needs and desires of the people who are the markets for those farmers. With every story in *NY Local*, you meet the people who produce food for NY tables, the people who plant and tend the crops, the people who process and transport the goods, the people who provide the needed materials, from diesel tractors to organic compost, and the people who market and sell the goods.

**NY Local provides video and teaching materials** to inform diverse audiences, including elementary school students, business owners, and state legislators. Televised town hall meetings will conclude the broadcasts, bringing together crop producers, consumers and policy makers to highlight and discuss key issues.

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