

# NEW YORK SEAFOOD INCENTIVES PROGRAM



## How it works

New York Sea Grant in collaboration with Cornell Cooperative Extension of Suffolk County has developed a NY Seafood Incentives program aimed at increasing transparency and access to NY Farmed and Fished seafood products. The program is open to any seafood retailer selling, or willing to sell, NY farmed and fished seafoods. Participants will be provided with promotional materials including insulated totes with educational resources that can be used to bag any purchase of NY farmed or fished products.

1. Source and sell NY Farmed and Fished seafoods
2. Complete the participant survey/registration to sign up to participate in the incentives program with NYSG and CCE
3. Receive totes and promotional materials for display at retail location
4. Package NY products in insulated totes for consumers to take home.
5. Complete a post program survey

## Participation Requirements

1. Must sell NY Farmed or Fished product(s)
2. Can only offer totes to those purchasing NY farmed or fished

REGISTER AT [WWW.NYSEAGRANT.ORG/NYSEAFOODINCENTIVES](http://WWW.NYSEAGRANT.ORG/NYSEAFOODINCENTIVES)



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