

VETO MESSAGE - No. 242

TO THE ASSEMBLY:

I am returning herewith, without my approval, the following bill:

Assembly Bill Number 2425, entitled:

"AN ACT to amend the economic development law, in relation to authorizing the commissioner of economic development to develop certain regulations regarding the state travel guide"

NOT APPROVED

This bill would require the Commissioner of the Department of Economic Development in conjunction with the Commissioner of Agriculture and Markets, to develop, promote, and distribute statewide and regional guides to farms, farmers markets, and other agriculturally significant tourist destinations at an estimated annual cost of \$300,000, with no appropriation included in the legislation.

Promoting agri-tourism has been a priority of this Administration since it came into office in 2011. I have promoted the wide dissemination of information on farms, farmers markets, and local foods on both the Department of Agriculture and Markets website and the I LOVE NY website. Indeed, the Internet is a proven, better avenue for promoting New York agricultural products than the print media which this legislation favors. Moreover, farms, agriculture, and food are already prominently featured in a brochure, the New York State Travel Guide. In addition, the Taste-NY program highlights New York grown and produced products, and I note that this same bill was vetoed in 2009 and again in 2010.

Thus, this legislation is unnecessary and would be less effective than current efforts to promote one of New York's outstanding assets. Therefore, I must disapprove this bill.

The bill is disapproved.

(signed) ANDREW M. CUOMO
