

PRESS RELEASE

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Local Food Program Initiated At UB

*Campus Dining & Shops joins Pride of New York program;
campaign supports local farmers, producers.*

(Buffalo, NY) – Campus Dining & Shops (CDS), in the continuing effort to support sustainable living practices on campus, has become a member of the Pride of New York program. The Pride of New York program, developed and administered by New York State Department of Agriculture & Markets, was created to promote and support the sale of agricultural products grown and food products processed within New York State.

Campus Dining & Shops has increasingly been purchasing both ingredients and foods from local producers. Currently, twelve percent of the campus dining services purchases are local, up from five percent three years ago. “The Pride of New York campaign is a wonderful way for us to highlight to the University community the food and beverage items that we have here that are produced locally,” said Jeff Brady, executive director of Campus Dining & Shops. “We continually look to build partnerships that help sustain local business development.”

Campus Dining and Shops will display the Pride of New York logo and signs where local food and beverage products are sold beginning March 24. “Consumers may be familiar with this program from seeing ads on television, hearing radio commercials, and seeing outdoor billboards,” said Ray Kohl, marketing manager for Campus Dining & Shops. “This initiative is an integral part of our sustainability program, and we’re excited to help promote this campaign here on campus.”

The program’s growing membership now includes farmers and processors, retailers, distributors, restaurants and related culinary and support associations all working together to bring consumers wholesome, quality New York State products. More information on the Pride of New York program can be found on their website at www.prideofny.org.

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Campus Dining & Shops is a not-for-profit corporation established for the general purpose of providing educationally-related services for the benefit of the campus community including faculty, staff, and students. Campus Dining & Shops provides a wide range of services including dining services, campus ID cards, retail services, vending services, and catering services. All purchases made with Campus Dining & Shops help support the UB community, its students and its mission.