



Reporting period: 01/01/2017-11/30/2017

I. Project Summary

“Empire State Soybean Richness: Promotion and Education of the Benefits of Soybean Farming to Restaurants, Fleets and Municipalities in NYS” educates relevant industries on the benefits of NYS grown soybeans and incorporates the commodities available from the soybean farming community. This is performed by: participating at relevant events to promote the NYS soybeans; engaging businesses about the NYS soybean commodity benefits; and being a resource promoting data from farms producing feedstock from soybeans. The mission of the project is aimed to directly help NYS soybean farmers and the NY Corn and Soybean Growers Association expand their demand by educating and promoting available soybean commodities to relevant industries with soybean based needs, restaurants and the public. Information available on Empire Clean Cities’ website at: <http://www.empirecleancities.org/soybean-farming-biodiesel/>

Work Summary:

Work for this program to date has focused on outreach and education to the public engaging them in the benefits produced by New York State farmers as well as aiming to increase the demand for New York State soybeans. Outreach and education to the public has been in collaboration with other organizations, as well as through ECC hosted NYC region events. Partnerships such as with Bedford 2020 promoting “food files” which takes into account the fuel source one’s food travels, and with United Soybean Board on their “Architects Go Sustainable” event promoting the benefits of bio-based products for buildings, such as bioheat and soy based ester fluid. Events hosted by ECC where the benefits of soybean commodities were promoted was at the 9th Annual Stakeholder Meeting and Empire Clean Vehicle festival which both gathered Stakeholders throughout the Northeast and promoted the use of alternative fuel vehicles, such as those operating on biodiesel.

Avenues of publicity and outreach include but are not limited to, email newsletter blasts to 750+ relevant industry stakeholders; social media shares/likes focused on the promotion of soybean commodities, such as biodiesel; distribution of soybean farmer stories; Empire State Soybean Richness project promotion at events; as well as dedicated landing page on ECC website. Educational measures focused on the benefits for New York State Soybean Farmers by getting businesses and consumers to consider the use of biodiesel in fleets delivering their goods and to support/purchase goods from the local soybean economy. The Empire Green Fleet Farms certification program in coordination with the NYCSGA 2016 grant was also publicized to the public alongside with fleets at the Empire Clean Vehicle Festival operating on biodiesel. ECC attempted to engage with an “Ambassador”



within the food and beverage industry to extend reach to their stakeholders, however, due to cost restraints this did not come to fruition under this particular project.

Empire Clean Cities stayed engaged with NYCSGA activity and supported possible efforts. Efforts such as presenting ECC grant work at the NYCSGA Summer Crop Tour and publicizing their Biodiesel Workshops in upstate New York which was in partnership with Capital Cities Clean Cities and Genessee Region Clean Cities. At the NYCSGA Summer Crop Tour, in addition to presenting work, ECC listened to the needs of New York Soybean Farmers as a means to help their farming success by increasing demand for soybean commodities in the NYC area. Increasing the demand for soybean commodities will hopefully increase the number of soybean farmers in New York State since they are limited.

II. Deliverables Completion

Milestone Deliverable 1: Educate and Promote Available Soybean Commodities	100% Complete
Milestone Deliverable 2: Leverage Partnerships with Local NYS Businesses	100% Complete
Milestone Deliverable 3: Increase Demand for Biodiesel/Bio-based Products	100% Complete

III. Deliverable Completion Metrics:

Newsletter Distributions

- [Fuels Fix Summer, 2017](#)
(5000+ reach)
- Facebook posts promoting NYCSGA and soybean richness:
- Empire Clean Cities Posts
01/24, 02/22, 04/14, 06/26,
07/12, 07/24/, 8/15, 8/29,
9/5/2017
 - Bedford 2020 posted on 01/27,
07/24/2017

Program Announcement & Outreach at Events:

- Bedford 2020's Food Forum
3/4/2017
- 9th Annual Stakeholder Meeting
05/11/2017
- NYCSGA Summer Crop Tour
8/3/2017
- Architects Go Sustainable with BioMaterials Day 9/25/2017
- Empire Clean Vehicle Festival in Union Square 10/12/2017

ECC Website Promotion:

- <http://www.empirecleancities.org/soybean-farming-biodiesel>



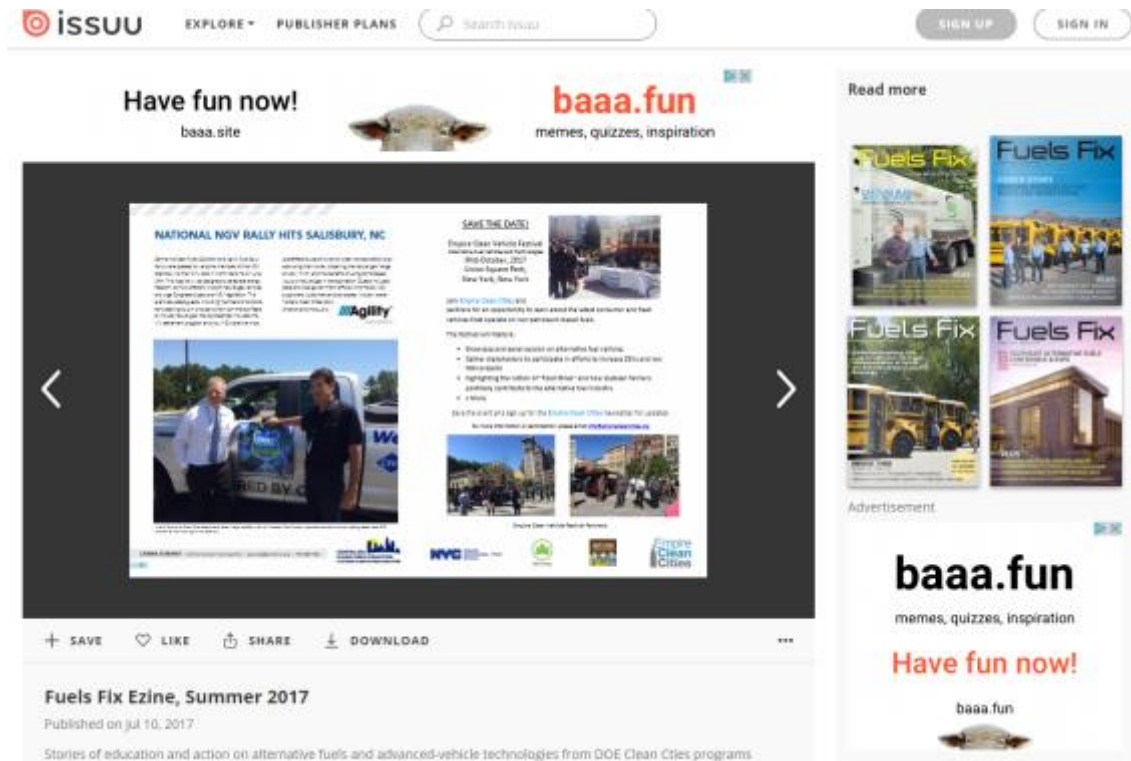
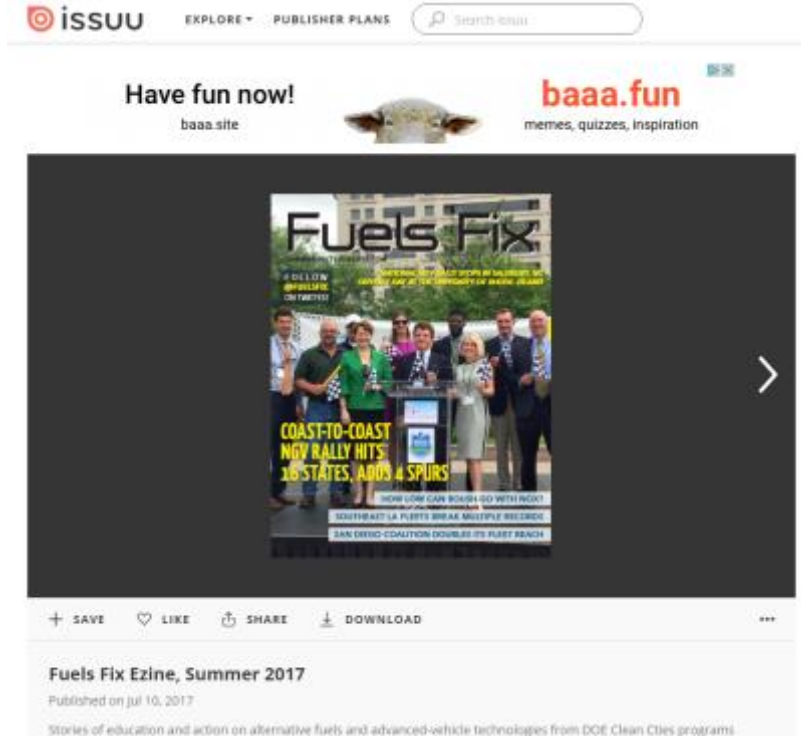
IV. Work Plan Summary

Work is ~ 100% complete

V. Attached Deliverables

- a. Fuels Fix Advertisement for Empire Clean Vehicle Festival
- b. Facebook Posts
- c. Food Forum Flier
- d. 9th Annual Stakeholder Meeting Flier
- e. Save the Date for Empire Clean Vehicle Festival
- f. Empire State Soybean Richness landing page on ECC website
- g. Event/publicity photos

a. Fuels Fix Advertisement for Empire Clean Vehicle Festival



b. Facebook Posts

Empire Clean Cities shared New York Corn and Soybean Growers Association's event.
Published by Jennifer Urrutia [?] · January 24 · 🌐

NY Corn and Soy is one of our great partners. if you are interested in learning more about corn and soybean or are located in upstate New York - make sure not to miss their event!! #Biodiesel #NYEvents



JAN 26 **2017 Corn & Soybean Winter Expo**
Thu 8 AM · Holiday Inn Syracuse Liverpool · Live...
9 people interested ★ Interested

Empire Clean Cities shared New York Corn and Soybean Growers Association's post.
Published by Jennifer Urrutia [?] · April 14 · 🌐

New York Corn and Soybean Growers Association
April 12 · 🌐 👍 Like Page

New! You can now become a new member of NYCSGA or renew your membership online through our website. Check it out!



Membership | NY Corn and Soybean Growers Association

Joining the NYCSGA gets you two memberships for the price of one! NYCSGA members receive dual membership with both the American Soybean Growers...

NYCORNANDSOY.ORG

Empire Clean Cities shared Bedford 2020's post.
Published by Jennifer Urrutia [?] · February 22 · 🌐

We will be at Bedford 2020's Local Food Summit on March 4th educating the public about the notion of "food miles" and the benefits of biodiesel from our local New York Corn and Soybean Growers Association. Representative Sean Patrick Maloney will be guest speaking so do not miss it!

Bedford 2020
January 27 · 🌐 👍 Like Page

Registration is OPEN for the Bedford 2020 Food Forum: an incredible community event focused on growing, buying and sharing local food on March 4th at Fox Lane High School in Bedford. Register now!

		Register today
APP.ROBLY.COM		

Boost Post

👍 Like 💬 Comment ➦ Share 🌐

👍❤️ Lauren Brois, Bedford 2020 and 2 others Chronological ▾

Bedford 2020 Thanks for sharing! We are so pleased that Empire Clean Cities will be a part of the Bedford 2020 Food Forum on March 4th! Looking forward to learning all about "food miles".
Like · Reply · Message · 📍 1 · February 22 at 10:12am

Empire Clean Cities 👤 🏠 📷 🗨️



Empire Clean Cities shared an event.

Published by Jennifer Urrutia [?] · June 26 ·

Join us August 3rd in a "Field to Fuel" day in upstate New York hosted by the New York Corn & Soybean Association! #SoybeanFarmers #Biodiesel #NYCSGASummerCropTour



AUG 3 **2017 NY Corn & Soybean Growers Su...**
Thu 8 AM · Sunnyside Farms · Scipio Center
Tickets Available · 42 people

★ Interested



Empire Clean Cities shared Bedford 2020's post.

Published by Jennifer Urrutia [?] · July 24 at 2:39pm ·



Bedford 2020

July 21 at 6:44am ·

Like Page

New York Growers Association's annual crop tour will feature agricultural comedian Tim the Dairy Farmer at Sunnyside Farms on August 3, 8am-4pm. There will also...

See More



2017 NYCSGA Summer Crop Tour

Join us for our annual Summer Crop Tour! This years event will be hosted by agricultural comedian Tim the Dairy Farmer and will feature presentations from Aaron Ristow of Cornell University, Kirk Reese of DuPont Pioneer and Michael...

EVENTBRITE.COM



Empire Clean Cities

Published by Jennifer Urrutia [?] · July 14 at 1:43pm ·

Join us and our close partner New York Corn and Soybean Growers Association for their #SummerCropTour. Learn about the process of "Field to Fuel" on August 3rd in upstate New York! #biodiesel #NBB #DuPont #SoybeanFarmers #NYCSGA

<https://www.eventbrite.com/e/2017-nycsga-summer-crop-tour-t...>



2017 NYCSGA Summer Crop Tour

Join us for our annual Summer Crop Tour! This years event will be hosted by agricultural comedian Tim the Dairy Farmer and will feature presentations from Aaron Ristow of Cornell University, Kirk Reese of DuPont Pioneer and Michael...

EVENTBRITE.COM

Empire Clean Cities added 12 new photos — with Christina Ficcchia.

Published by Jennifer Urrutia [?] · August 15 ·

Thank you to the New York Corn and Soybean Growers Association for inviting us to their Summer Crop Tour earlier this month. It was truly a treat to meet all of the #NewYorkStateFarmers and tour their #soybean and corn crops that contribute to our local #biodiesel production. Look forward to seeing you all again soon!



Empire Clean Cities shared New York Corn and Soybean Growers Association's post.

Published by Jennifer Urrutia [?] · August 29 ·



New York Corn and Soybean Growers Association

Sign Up

Agriculture Company

New York Corn and Soybean Growers Association

August 29 ·

Like Page

Join us next Monday, 09/04 at the The Great New York State Fair for the first ever ear of corn made entirely out of people! For tickets and info visit: www.humancorn.eventbrite.com. See you at the fair! #humancorn

Empire Clean Cities Published by Jennifer Urrutia [?] · September 5 ·

The use of #Biodiesel in vehicles do not only support American jobs but they also have been proven to reduce 85% of GHG emissions. With recent hurricanes hitting the United States at stronger forces, and a #hurricane being a result of warming ocean temperatures, it is deemed more and more important to reduce the amount of carbon emissions inflicting the warming. The use of #biofuels is one of the solutions.

National Biodiesel Board New York Corn and Soybean Growers Association United Soybean Board

http://www.feedstuffs.com/.../biodiesel-benefits-10-higher-pr...



Biodiesel benefits 10% higher than previously believed

Without indirect effects, biodiesel reduces greenhouse gases 85% compared to fossil fuels.

FEEDSTUFFS.COM

c. Food Forum Flier



JOIN THE DYNAMIC EXPO AT THE BEDFORD 2020 FOOD FORUM!

BEDFORD  **2020**



**SATURDAY, MARCH 4, 9-2
FOX LANE HIGH SCHOOL
MOUNT KISCO, NEW YORK**

The [Bedford 2020 Food Forum](#) will be a major community event celebrating Hudson Valley local food on Saturday, March 4, 2017.

The Food Forum will feature a keynote address from *NY Times* food journalist, Mark Bittman, followed by a wide selection of dynamic workshops and panel discussions, an Expo, and (of course!) fabulous food.

We invite Empire Clean Cities to apply to be part of our vibrant and dynamic Expo at the Food Forum.

The Expo will include organizations and vendors who enlighten and energize the 500+ attendees with action-oriented and interactive displays around the following goals:

- engaging the community in local food's many benefits,
- building awareness and support for local farmers and our food system,
- encouraging backyard growing and at-home enjoying of one's own harvest,
- inspiring attendees eliminate food waste,
- promoting awareness of hunger and local initiatives that increase access to local food for all,
- highlighting food policy opportunities,
- offering other experiences that support the mission of Bedford 2020.



**Empire State Soybean Richness
New York Corn and Soybean Growers' Association Grant
Report Update July, 2017**

d. 9th Annual Stakeholder Meeting Flier



9th Annual Stakeholder Meeting

Queens Theatre, Cabaret Room
 Flushing Meadows–Corona Park
 May 11th, 2016
 8:00 AM – 2:00PM

A
G
E
N
D
A

Breakfast Partner



Stakeholder Partners



Ride & Drive Partners



Theme: Advanced Vehicle Technologies and Emerging Mobility Options

8:00 AM – 8:45 AM	Registration and Breakfast - Sponsored by BYD
8:45 AM – 9:15 AM	Welcome Remarks <i>Tom Lubas, Empire Clean Cities, Board President</i> <i>Zach Kahn, BYD, Director of Government Affairs and NYC Business Development</i>
9:15 AM – 9:45 AM	Keynote Address: CNG & Clean Diesel Engines... What's Next? <i>Bill Boyce, Cummins Westport, Eastern Regional Sales Manager</i>
9:45 AM – 10:30 AM	Panel Discussion: Shared Mobility Moderator: Benjamin Mandel, NYC Mayors Office of Sustainability <ol style="list-style-type: none"> 1. Alexander Keros, General Motors, Manager, Vehicle & Advanced Technology Policy 2. Nick Hill, ReachNow, Market Director 3. Sergio Fernandez de Cordova, Kaptyn, Co-Founder
10:30AM – 10:45AM	Air Liquide – New York City's Upcoming Hydrogen Fuel Infrastructure <i>David Edwards, Air Liquide, Director of Technology Partnerships</i>
10:45 AM -11:15 AM	Region-Wide Funding Opportunities & Empire Clean Cities Programs <i>Jennifer Urrutia, Empire Clean Cities, Program & Communications Manager</i>
11:00 AM – 2:00 PM	100% Electric Vehicle Ride and Drive at Queens Museum Parking Lot – North Immediately following the meeting come test drive: The Nissan LEAF, BMWi3, and the GM Bolt NYC Parks & Recreation Vehicle and Equipment Show <i>Flushing Meadows-Corona Park (around the Unisphere)</i> <i>Showcasing the latest in light and heavy-duty vehicles, trucks</i>

RSVP for the May 11th 9th Annual Stakeholder Meeting and May 12th DSNY Luncheon/Tour at:
<https://www.eventbrite.com/e/9th-annual-stakeholder-meeting-tickets-33095827511>

www.empirecleancities.org
info@empirecleancities.org
 212-839-7728

e. Save the Date for Empire Clean Vehicle Festival

SAVE THE DATE!
Empire Clean Vehicle Festival
 Alternative Fuel Vehicles and Technologies
October 12, 2017
8:30a-2p
Union Square Park,
New York, New York



Join **Empire Clean Cities** and partners for an opportunity to learn about the latest consumer and fleet vehicles that operate on non-petroleum based fuels.

Speaker Session:

Global Strategy Group
 215 Park Ave S., NY, NY, 10003
 15th FL (btwn E 17th St & E 18th St)
 9:30a-11a

Alt. Fuel Vehicle Showcase:

Union Square Park
 Corner of E 17th St. and Park Ave S.
 8:30a-2p

The festival will feature:

- **Speaker session ‘VW Settlement Opportunities & Best Practices for Fleets’**
- **Vehicle showcase highlighting fleet integration of alt. fuel vehicles**
- **Stakeholder participation in efforts to increase ZEV and low NOx projects**
- **Notion of “Food Miles” and how soybean farmers positively contribute to the alt. fuel industry**
- **+ More**

For more information or participation, please email info@empirecleancities.org



Empire Clean Vehicle Festival Partners and a Few Participants:



f. Empire State Soybean Richness landing page on ECC website

g. Event/publicity photos

May 12, 2017 – Empire Clean Cities' 9th Annual Stakeholder Meeting



August 3, 2017 - NYCSGA Summer Crop Tour Presentation



September 25, 2017 - Architects Go Sustainable with BioMaterials Day



October 12, 2017 – Empire Clean Vehicle Festival

