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FOR IMMEDIATE RELEASE

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## **"I LOVE NY AGRICULTURE" LICENSE PLATES SUPPORT EDUCATION IN NEW YORK**

In 2003, former Lt. Governor Mary Donohue, former State Agriculture Commissioner Nathan L. Rudgers, and former State Commissioner of Motor Vehicles Raymond P. Martinez unveiled a new custom license plate: the "Ag Tag." Proceeds from the sale benefit the New York Agriculture in the Classroom program, which receives \$25 of the initial cost and renewal fees for the specialized license plates.

"I can't think of a better program to support than Ag in the Classroom, which teaches our youth the value of agriculture. The funds generated through the sale of these plates will allow this important program to continue and grow," said Lt Governor Donohue.

Commissioner Rudgers said, "Ag in the Classroom has been an effective tool in portraying agriculture's role to students of all ages. These plates will provide an opportunity for all of us to support this important program and publicly display our support for New York State agriculture."

New York Agriculture in the Classroom (NYAITC) is a statewide program that is part of a national effort to increase public awareness and understanding of agriculture. NYAITC is a partnership of Cornell University, NYS Department of Agriculture & Markets, NYS Education Department, and NY Farm Bureau, and works with a network of teachers, cooperative extension educators, farmers, producers, and volunteers throughout the state to foster an awareness, understanding, and appreciation of the food and fiber system. NYAITC has provided materials for nearly four million school age children in New York State, helped communities start over 300 food gardens at elementary schools, sent hundreds of volunteers a year to read agriculturally-themed books to second-grade classrooms, and sponsored art and writing contests that help teachers raise their students' awareness of food, farming, and nutrition.

In addition to the regular license plate registration fee, the initial cost for standard "Ag Tags" is \$53.75 with an annual renewal fee of \$25.00. A personalized version of the "Ag Tag" is available for \$85.00, with an annual renewal fee of \$56.25. The renewal fees are billed every two years. They can be ordered at local motor vehicle offices, by calling the DMV Custom Plates office at 1-518-402-4838, or online at [www.dmv.ny.gov/cause.htm](http://www.dmv.ny.gov/cause.htm). For more information and an order form, visit the New York Agriculture in the Classroom website at [www.nyaged.org/aitc](http://www.nyaged.org/aitc).

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