



Greetings,

We are **New York Natural Choice** and our mission is to partner with local farmers and producers to export gourmet, artisanal NYS products to the global market with a focus on China. With an emerging middle class, 1.4 billion people and the world's second largest economy, the Chinese market is fertile ground for new business opportunities. We strive to build strong relationships with our famers and producing partners and facilitate a direct, producer to consumer model in which we share the story and histories of the families growing and producing these products so customers have an awareness of where the product comes from and how it was made. This creates a personal connection between consumer and producer and builds a cross cultural understanding about NYS and the Finger Lakes region. Exporting both quality and culture while supporting local farms is a model we can all get behind.

Sincerely,

The Team at New York Natural Choice

**CURRENT PARTNERS:**

*Hurd Orchards: 17260 Ridge Road, Holley NY, 14470*

*Merle Maple Farm: 1884 Creek Rd, Attica NY, 14011*

