



New York State Archives

**New York State Department of Agriculture and Markets Long
Island Duck Promotion Program Files A4265**

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Overview of the Records

Repository:	New York State Archives
Summary:	The Long Island Duck Farmers' Cooperative appealed to the Department of Agriculture and Markets for assistance in increasing consumption of ducklings. Series consists of correspondence with retailers, industry representatives, government, allied industry, extension service, farm bureau, service organizations, media, and others. Also included are recipes, food pictures, syndicated articles, radio and television scripts, press kits, and news clippings.
Creator:	New York (State). Department of Agriculture and Markets
Title:	Long Island duck promotion program files
Quantity:	2 cubic feet
Inclusive Date:	1960-1970
Series:	A4265

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Arrangement

Alphabetical by subject.

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Administrative History

The Long Island duck promotion program began in October, 1960, when the Long Island Duck Farmers Cooperative appealed to the Department of Agriculture and markets for assistance in recovering from a disastrous marketing situation.

Commissioner Donald J. Wickham, Assistant Director for the Division of Marketing, John L. Matheson, Chief Marketing Representative, Leslie Driggs, and other marketing representatives informed New York State retailers of the situation and their assistance was requested to help increase the consumption of ducklings.

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Scope and Content Note

The promotion program files contain correspondence with retailers as well as with representatives of industry, government, allied industry, extension service, farm bureau, service organizations, news media, and others..

Also included in the files are promotional materials such as recipes, food pictures, syndicated articles, radio and television scripts, press kits, and clippings. Surveys and progress reports of the Long Island Duck Farmers Marketing Committee for the development of a long range marketing program are also included.

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Use of Records

Access Restrictions

There are no restrictions regarding access to or use of this material.

Administrative Information

Custodial History

This series was originally accessioned as collection #702, boxes 8-9.

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Access Terms

- Publicizing
- Farm produce--New York (State)--Marketing
- Advertising--Agriculture--New York (State)
- Ducks

- Supervising
- Long Island (N.Y.)
- New York (State)
- Long Island Duck Farmers Cooperative
- Wickham, Donald J.
- Driggs, Leslie W.
- Matheson, John L.