

FOR IMMEDIATE RELEASE
March 8, 2021 -- NEW YORK, NY

THE 1st ANNUAL WOMEN IN FOOD & FARMING KICKS OFF IN NEW YORK'S HUDSON VALLEY



The 2-day hybrid live/virtual event, open to the public, will honor and celebrate women-owned farms businesses in the food, farm, and craft beverage spaces and provide entrepreneur resources.

On May 8th & 9th, 2021 (Mother's Day Weekend), EscapeMaker.com will present the 1st Annual Women in Food & Farming Festival at Stone Ridge Orchard in the Hudson Valley of New York State – 2 hours outside of New York City in Ulster County.

The 2-day-long hybrid live/virtual event will honor women-owned farms, businesses, and entrepreneurs in the food and craft beverage industries. The May 8th live farmers market will host dozens of vendors with products ranging from cakes and cookies to fresh veggies to honey and hot sauce to teas, hard ciders, and spirits - all locally sourced and produced and for sale to the public. There will also be a craft beverage tent for on-site beverage purchases.

Mask wearing is required, and although the live farmers market will take place on the expansive 115-acre farm and

orchard, attendance will be capped and procedures in place to adhere to all COVID-19 protocols and social distancing.

Additionally, for those not able to attend in person, there will be a virtual experience on May 9 of over 25 online tours, demos, and educational presentations on various topics for the public and trade by industry professionals, including Food Network television personalities Chef Judy Joo, (the host of "Korean Foods Made Simple" and Iron Chef UK) and Chef Maneet Chauhan ("Chopped" judge and Culinary Institute of America alumnus). Other presenters of note include the prolific author and activist and former presidential candidate Marianne Williamson on "Food & Connection."

Local changemaker speakers include renowned cidemaker and Breezy Hill Orchard farmer, Elizabeth Ryan with a "Hard Cider Tour," leading entrepreneur Liz Neumark of Great Performances and the Sylvia Center with a "Farm-to-Fork Tour" of Katchkie Farm, and author and expert reporter Amy Wu on the latest in "Women in AgTech."

Presented by [EscapeMaker](#) and [Fulton Stall Market](#), and sponsored by [The New York Cider Association](#), [Cabot Creamery](#), [Hudson Valley Farmhouse Cider](#), [SnapDragon & RubyFrost Apples](#), [The Diamond Mills Hotel Saugerties](#), [Doorstep Market](#), [VisitIthaca.com](#), and [SullivanCatskills.com](#), with media partners [Heritage Radio Network](#), [Edible Hudson Valley](#) and [Edible Manhattan](#), the event encourages women consumers and entrepreneurs from across the food and farming industries, hospitality service members, chefs, restaurateurs, winemakers, craft beverage producers, local agritourism destinations and lodging operators to attend, shop, taste, learn and participate – either in person or virtually. A portion of the ticket proceeds benefits the [Food Bank of the Hudson Valley](#).

"Now more than ever in this COVID age, women are being forced to leave the workforce in droves. Local food systems are breaking down, and local agritourism is suffering. We've got to dig deeper to find solutions, says Caylin Sanders, President of EscapeMaker.com. "A dream of mine for many years, this event will have a live farmers market at the beautiful Stone Ridge Orchard for shoppers to make conscious buying decisions to support women – the perfect fertile ground for new tastes, trends, and new local culinary trip ideas. Plus, it will also virtually bring together women online from all sectors within the industry to empower and inspire each other."

Women vendors, farmers, producers, and speakers will be featured in two ways:

- Saturday, May 8: LIVE OUTDOOR NEW YORK STATE FARMERS MARKET:

Local foods and beverages from women producers and farmers will be for sale to the public, and prize raffles will be held from 11am-4pm at Stone Ridge Orchard. Attendees will receive a to-go swag bag of local products to eat separately at socially distanced picnic tables or 10ft field pods. They can also get info about local agritourism farm escapes and farm-table restaurants, wine, distillery, and cidery trails. Social distancing protocols will allow consumers to watch demos and browse and shop for gifts. Entrepreneurs can gather info about MWBE certification, training, grants, and funding opportunities to either start-up or grow their businesses. A brief kick-off introduction will highlight the importance of celebrating women in business and creating opportunities for growth in the agriculture, food and craft beverage, and agritourism sectors.

- Sunday, May 9: VIRTUAL ONLINE EVENT - ON-DEMAND:

The virtual event will offer online presentations and workshops topics of interest to the public and also budding entrepreneurs, including:

- Cooking demos
- Farm tours
- Food justice and policy
- Craft beverage trends
- Food and connection
- Holistic nutrition
- Foraging
- Farming in the COVID age
- Social media tips for food businesses
- Adding glamping to a farm
- Women cookbook authors
- Women chef and farmer spotlights

"Women empowerment is a priority at Fulton Stall Market, where our goal is 80% of products from women farmers and producers," says Bob Lewis, FSM's Public Market Advisor and co-founder of New York City's Greenmarket, 45 years ago. We're excited to have the chance to honor their accomplishments during this event, inspire the next generation, and foster the upstate-downstate local food system connection."

TICKETS: A portion of the proceeds benefits the *Food Bank of the Hudson Valley*.

- Students 21 & Under: FREE on May 8 only.

- ALL-ACCESS PASS: \$25 and includes live market access and a swag bag of samples on May 8 and virtual event access on May 9. The first 100 registrants will get a free gift box of cheese from Cabot Creamery delivered to their doors.

- VIP PASS: \$75 and includes live market access and a swag bag of samples and an exclusive live orchard walk and talk with Stone Ridge Orchard farmer Elizabeth Ryan and cider tasting flight under a 300-year old oak tree on May 8, plus virtual event access on May 9.

For tickets and info on the live farmers market and virtual events on May 8-9, visit <http://www.womennourish.com>.

PRESENTERS & SPONSORS:

About [EscapeMaker](#): EscapeMaker's mission is to inspire NYC residents to explore the farms, wineries, craft beverage trails, and other agritourism destinations located within a day's drive or train ride of the NYC metropolitan area, lowering carbon footprints and supporting local food systems. In business since 2000, the Emmy Award-winning MWBE-certified company produces events and online programming to inspire local agritourism and sustainable travel across the Northeast. In 2018, they implemented the first-ever virtual agritourism training platform for women by women. The company recently received a USDA Farmer's Market Promotion Grant to further promote agritourism online in 2021. The Women in Food and Farming Festival, a passion project of Caylin Sanders, EscapeMaker's CEO, was created to promote women-owned food, farm, and craft beverage businesses and local agritourism destinations.

About [Fulton Stall Market](#): Fulton Stall Market, a 501(c)(3) non-profit, is a community marketplace for local foods at 91 South St. NYC, connecting regional farmers and producers with Lower Manhattan residents and workers. Located in the historic district where the city's public markets began in the 1700s, it's a first step toward the development of a full-scale indoor public market featuring local farmers and producers and their products, a CSA, as well as educational

programming on food and agriculture and the Seaport District's colorful public market history. Inside the market is EscapeMaker.com's info kiosk to inspire local agritourism getaways.

About [*Stone Ridge Orchard*](#): Stone Ridge Orchard is owned and operated by Elizabeth Ryan, producer of [*Hudson Valley Farmhouse Cider*](#) and three other farms. She is a renowned fruit grower and cider maker. Elizabeth has a degree in Pomology from Cornell University and has also studied cider making in Somerset and Hereford in England. She is one of the original GrowNYC Greenmarket farmers, received the Cornucopia award from Stone Barns Center for Food and Agriculture, and was a Smithsonian Fellow. Her products can be found in [*Greenmarkets*](#), and she also sells her cider and pastries at [*Fulton Stall Market*](#).

About [*Crunch Time Apple Growers*](#): Crunch Time Apple Growers is a cooperative of 147 growers throughout New York State who are united with one mission—to introduce new, flavorful apple varieties to the marketplace. Their newest varieties include the SnapDragon and the RubyFrost.

About [*The New York Cider Association*](#): Founded by pioneering New York cider makers with leadership from agricultural non-profit Glynwood, the New York Cider Association was created in 2015 to foster community amongst and act as the collective voice and organizing body for apple growers and cider makers throughout New York State.

About [*Cabot Cheese*](#): The farm families that own Cabot Creamery Co-operative love what they do. And they've been doing it for a long time—every single day since 1919. Now 100 years later, they're proud of their thriving farms, strong communities, and happy, healthy cows that produce the rich, buttery milk that we use to make Cabot's award-winning cheese and dairy products.

About [*The Diamond Mills Hotel*](#): Located in Saugerties, NY, *Diamond Mills Hotel* offers world-class accommodations, a fitness center, spa treatments, and locally sourced farm-to-table fare from their historic creekside tavern.

About: [*VisitIthaca.com*](#) Plan a getaway to Ithaca and the bucolic Finger Lakes, 2 hours from the Hudson Valley and 4 hours from NYC. Book a stay in one of the many hotels, or choose a charming bed and breakfast for your visit. Spend some time shopping and support local businesses, farms, breweries, cideries, and wineries.

About: [*SullivanCatskills.com*](#): A legendary vacationland and a haven for well-being, the Sullivan Catskills is located adjacent to the Hudson Valley and under 2 hours from NYC. I was named one of the "20 Best Places to Travel" in 2020.

About [*Doorstep Market*](#): Local is the new global. Doorstep Market's mission is to connect people with small, independent businesses, region by region, all across the country. They showcase only the best of the best—Makers, growers, artisans, distillers, craftspeople—and they celebrate them by sharing their unique stories.

About [*Edible Hudson Valley*](#): Edible Hudson Valley tells the story behind every delicious bite from the Catskills south to The Palisades, focusing on the artisans, farmers, bakers, home cooks, fishers, chefs, vintners, and others who energize Hudson Valley's culinary community. More investigative journalism than food chat, more historical profile than restaurant gossip, the quarterly magazine gives voice to the region's food inspirations, trends, culinary controversies, and challenges.

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