

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

ESCAPEMAKER PRESENTS THE 1st ANNUAL WOMEN IN FOOD & FARMING FESTIVAL AT STONE RIDGE ORCHARD IN THE HUDSON VALLEY, NY



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 resources to entrepreneurs.

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.

Mask wearing is required on May 8th, and although the live New York State officially designated public Farmer's Market will take place on the expansive 115-acre farm and orchard, attendance will be capped to

adhere to all safety protocols. Additionally, May 9th, there will be a virtual experience of online educational presentations on various topics by industry pros and a portion of ticket proceeds benefits the [Food Bank of the Hudson Valley](#).

Presented by [EscapeMaker](#) and [Fulton Stall Market](#), and sponsored by, [The New York Cider Association](#), [Cabot Cheese](#), [Hudson Valley Farmhouse Cider](#), [SnapDragon & RubyFrost Apples](#), [The Diamond Mills Hotel Saugerties](#), [VisitIthaca.com](#), and [SullivanCatskills.com](#), with media partners [Heritage Radio](#) 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.

"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 travel ideas. Plus, it will 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 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: ONLINE VIRTUAL EVENT - ON-DEMAND** – The virtual event will offer online presentations and workshops for women and budding entrepreneurs. Topics will include Food Justice, Craft Beverage Trends, Food & Spirituality, Nutrition Tips, Farming in the COVID Age, Funding Your Start-Up or Expansion, Social Media and Promotion Tips, Women Cookbook Authors, and Women Chef & 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: Students 21 and under are free for May 8th only. General admission is \$25 and includes live market access and a swag bag of samples on May 8th and virtual event access on May 9th. VIP tickets are \$75 and include 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 under a 300-year old oak tree on May 8th, plus virtual event access on May 9th.

For tickets and info on the farmers market and virtual events: <http://www.womennourish.com>

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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.