



**Agriculture
and Markets**

AGRICULTURE NEWS

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For Immediate Release: November 10, 2015

TASTE NY MARKET AT TODD HILL HITS MAJOR MILESTONE: OVER \$1 MILLION IN TOTAL SALES

Market's Success Helps Producers Reach New Customers and Boosts the Local Agricultural Economy

State Agriculture Commissioner Richard A. Ball today announced the Taste NY Market at Todd Hill recently hit a major milestone, bringing in over one million dollars in total sales. The majority of the revenues go directly to New York growers and producers, and provide a boost to the local agricultural economy. The Market has featured over 112 New York State vendors and has sold over 1,200 different products in the store since its opening in June 2014, helping local farmers, beverage producers and other merchants reach new markets. The Taste NY Market at Todd Hill also provides valuable information on the extensive agri-tourism opportunities in the area.

Commissioner Ball said, "The Taste NY Market at Todd Hill does an outstanding job showcasing the unique products of the region and in a little over a year has brought in more than \$1 million dollars in sales, helping to grow the agricultural economy and the Hudson Valley's agri-businesses. I applaud the Cornell Cooperative Extension of Dutchess County for its work in expanding programming to promote our producers. We look forward to the continued success of the Taste NY Market, which is becoming a staple in the Hudson Valley."

Taste NY Market Manager Lachele Coninx-Wiley said, "We are thrilled to have hit this milestone, and are so very proud of what it represents behind the scenes – increased

commerce with local farmers and businesses, educating consumers about available New York State food and beverage choices, and informing producers about retail readiness. We have accomplished a lot in a short period of time, and the Taste NY Market at Todd Hill is proof of great ideas and diligent efforts coming together.”

The Taste NY Market at Todd Hill, which is operated by Cornell Cooperative Extension of Dutchess County with support from the New York State Department of Agriculture and Markets, is a unique Taste NY experience located on the Taconic State Parkway one mile south of Route 55 in LaGrange. The Taste NY Market provides a showcase for local farms and businesses to highlight and sell their locally produced products, including milk, eggs, cheese, yogurt, ice cream, juice, sauces, honey, jams, maple syrup, farm-raised beef, lamb, pork and poultry. Inventory is rotated regularly.

Based on an ongoing customer satisfaction survey, the Taste NY Market’s overall customer satisfaction rating is 97 percent. Survey-takers praised the “high quality products, service and environment,” as well as the “excellent local and organic products” available for sale, which allow New York residents to support local farms and businesses.

The Market’s hours are: Monday, Wednesday and Thursday from 8 a.m. to 6 p.m.; Friday from 8 a.m. to 8 p.m.; and weekends from 9 a.m. to 7 p.m. (the Market is closed on Tuesdays). To find out more about the Market at Todd Hill, visit: www.ccedutchess.org or contact (845) 849-0247 or TasteNYatToddHill@Cornell.edu.

About Taste NY

Taste NY is an initiative launched by Governor Cuomo in 2013 to promote New York’s food and beverage industries. It is overseen by the Department of Agriculture and Markets and has created opportunities for local producers to showcase their goods at large public events, such as the Great New York State Fair. The program has also opened stores at Thruway rest stops along the state’s highways and in transportation hubs such as Grand Central Station, enabling travelers to buy New York State’s homegrown and homemade products. Approximately 1,100 local companies have participated in these opportunities, further linking their products and the state’s growing food and beverage market to consumers from across the globe. For more information about Taste NY, please visit www.taste.ny.gov. Connect with Taste NY through [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

About CCE Dutchess County

Through quality educational programs, Cornell Cooperative Extension Dutchess County (CCEDC) builds strong, healthy youth, adults, families and communities while enhancing the economic, social, agricultural and natural resources of Dutchess County and the region. Through the Taste NY Market at Todd Hill, CCEDC is researching the feasibility of marketing local farm and food products in a Taste NY setting. In addition, CCEDC is working to enhance the sustainability of local farms by providing training in agricultural

marketing practices, as well as providing education on the benefits of healthy food choices.

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The Taste NY Market at Todd Hill on the Taconic State Parkway



A selection of the products offered at the Todd Hill Market