

Tourism News



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Celebrating Four Great Years of Taste NY at Todd Hill

Millbrook, NY, June 20, 2018 – The Taste NY Market at Todd Hill continues to support and promote New York state agricultural business and artisanal producers as it enters its fourth year in business, generating \$4,625,000 in total sales to date. The location serves travelers on the Taconic State Parkway and is open year-round. The Market at Todd Hill, operated by the Cornell Cooperative Extension Dutchess County, saw nearly 150,000 visitors in 2017, and traffic has increased in spring months over last year.

The store has coordinated product from over two hundred and fifteen vendors since it opened its doors in June, 2014. Wholesale purchases from local and regional farms and businesses registered in New York state amount to well over \$2.5 million since inception. Below are some comments from Taste NY vendors:

“We began selling to the Taste NY Todd Hill store in mid-June of 2016. The initial orders were about 2 weeks apart, but the store quickly became one of our most consistent customers, ordering every week. Looking at the June - December period in 2017 versus 2016, our sales to the store grew by more than 120%. Sales continue to grow as year to date in 2018 versus 2017, number of bags sold through the Todd Hill store are up 44%. Our successful relationship with this store has led to new business for us with two locations in Broome County -- the Southern Tier Welcome Center and the Front Street Cafe in Binghamton.” - *Healing Home Foods*

“Having our products in Taste NY at Todd Hill creates a synergy for our online sales. It has increased our overall sales and our customer base as well. Partnering with Taste NY truly helps promote the buy local concept.” - *Raspberry Fields Farm*

Acting as an incubator and ambassador for New York based agricultural products and brands; Taste NY promotes events, kiosks, stores, and convenient outlets at New York Welcome Centers in several regions of the state. The Taste NY Market at Todd Hill, located on the Taconic State Parkway, is the first standalone store in the lower Hudson Valley. The store has also hosted an outdoor farmers' market every year since 2014.



Now in its fifth year of operation, the **Todd Hill Farmers' Market** (more info on Facebook and Instagram) is dedicated to offering shoppers products that represent the Hudson Valley in food, farming, and tourism. At least sixteen vendors may be found in the rotation, offering their fruits, vegetables, flowers, maple syrup, honey and beeswax products, cheese, baked goods, whiskey, bourbon, skincare products, eggs, oil, prepared foods, and soft drinks.

Since it opened this season on May 25, 2018, farmers' market vendors have collectively reported \$14,800 in sales. The Taste NY Farmers' Market at Todd Hill takes place on the front plaza on Fridays from 2 – 6 pm, through October 13, 2018.

Farms who have recently registered for the NYS Grown and Certified also have products available at the market. These farms are working with Cornell Cooperative Extension both to register for the new program for farming practices, and as producers of high quality food. Ronnybrook Farm Dairy, Hudson Valley Fresh, Red Jacket, and Arbor Hill Grapery products are offered here, showcasing the flavors of the state.



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