



Stick to Local Farms

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2017 Stick to Local Farms Adventure Map debuts with new portraits of farmers, games and recipes

Accord, NY – May 4, 2017 – Local food sales are exploding, and analysts say this trend will continue for years. But consumers, even some the most enthusiastic locavores, are not well-acquainted with the farmers who supply them.

The *Stick to Local Farms Map*, an interactive art project, offers a both an exciting guide to working farms throughout the Rondout Valley, and a way to earn wonderful prizes. The heart of the project is a colorful folding map that gets filled in with stickers from 26 local farms and farmers markets. Kids, adults, tourists and locals alike can pick up a free map from a participating farm, from hundreds shops in the area, or a highway rest stop, and then tour the farms, collecting a free sticker at each one.

Ten or more stickers is rewarded with a Stick to Local Farms Cookbook and guest passes for farm activities. Collectors with all 26 stickers earn a special gold-rimmed completion sticker, this year featuring a Green Man character that is a tribute to Chef John Novi, and a market bag of farm products and gift certificates. The project is in its 4th year, and is funded by Ulster County Tourism, the farms, and a group of dedicated local businesses including Mohonk Preserve, Ulster Savings Bank, and Ellenville Regional Hospital.

New this year is a series of local food recipes, a map border featuring over 50 farmers, a game where players guess farm names, and a farm-based scavenger hunt – all designed to encourage consumer knowledge about local agriculture.

“We’ve got amazing local farms in our valley,” says Maria Reidelbach, the local food activist behind the project. “They range from Saunderskill Farm (at over 300 years old, one of the two the oldest in the US) to Arrowood Farm Brewery (at 1 year old, one of the newest). There are farms with over 50 varieties of fruit, vegetables and herbs. Some have amazing flocks of heritage chickens and ducks, and still have horse riding.”

“This kind of campaign is something we never did in the past,” said Nicolas Cipollone, fourth generation farmer at Barthel’s Farm in Ellenville, and President of the Rondout Valley Growers Association. “Having a sticker both introduces individual farms and defines the Rondout Valley as an agri-tourism destination.”

Adventurers who have collected stickers and prizes in the previous years report days of inspired fun: Charyn Smith, who earned a sparkly completion sticker and gift bag, said, “We have had the best time collecting these stickers. I have been visiting some of the farms for years, but others, never until I worked with the map—the horse farms, a brewery that grows its own grains, an urban farm in Kingston—we had a blast! I will participate in another map hunt anytime.”

Stick to Local Farms is part of a nation-wide grass-roots effort to support local agriculture. Creator, author and artist Maria Reidelbach’s projects include the *Stick to Local Farms Cookbook*, with delicious, easy recipes for local produce, “The Yardavore,” a monthly newspaper column, a Guinness World Record-setting garden gnome, Homegrown Mini-Golf, sited on a farm and landscaped in edible plants and *Unsung Heroes*, a collaboration of singer-songwriters and elder farmers.

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For more information or to schedule an interview with Maria Reidelbach or participating farmers, please email maria@stick2local.com or call 646-242-6464. Media kits are at www.stick2local.com/media-kits/