

## Pride of New York Harvest Fest draws more than 4,000

2009-11-17

Event held in Syracuse for the first time



The 2009 Pride of New York Harvest Fest drew more than 4,000 people to the New York State Fairgrounds Nov. 14-15 to sample and purchase New York State award-winning wines, beers and food products including sauces and marinades, meats, cheese and ice cream, baked goods, honey and maple products, organic offerings and more. More than 100 growers and producers were represented at the event.

"The Pride of New York Harvest Fest showcases quality products grown and produced right here in New York State and helps remind consumers to buy local and support local businesses," said New York State Agriculture Commissioner Patrick Hooker. "We received an overwhelmingly positive response to the event and look forward to hosting similar events that will continue to highlight New York State growers and producers."

During the weekend, Pride of New York cooking seminars were given by Jake Brach, regional culinary manager, Rich Products Corporation, Foodservice Division, and CIA graduate; Anand "AJ" Jayapal, executive chef, Panza's on the Lake, Saratoga Springs, N.Y.; Paul Midgley, chef and owner of Cutting Edge Catering, Syracuse; and Mary Kiernan, instructor, School of Hospitality Management in the College of Human Ecology at Syracuse University. In addition, educational seminars on wine and chocolate, wine and cheese, "Ask the Winemaker" and "Favorite Beers with Favorite Foods" were hosted by the New York Wine & Grape Foundation and the New York State Brewers Association.

"This event allowed us to introduce thousands of consumers to many of the high-quality foods and beverages produced right here in New York State," State Fair Director Dan O'Hara said. "We plan to make this event even bigger and better next year."

The Pride of New York Harvest Fest was organized by the New York State Department of Agriculture & Markets, Uncork New York! (the New York Wine & Grape Foundation) and the New York State Brewers Association.

For more information about the Pride of New York Harvest Fest, visit [www.harvestfestNY.com](http://www.harvestfestNY.com) or [www.facebook.com/harvestfestny](http://www.facebook.com/harvestfestny).

### About the Pride of New York

The Pride of New York is the State's branding program for the promotion of New York State food and agricultural products. In addition to helping consumers find New York food, the Pride of New York Program assists farmers and food processors in promoting their products by using the Pride of New York emblem, and encourages retailers and restaurants to highlight the New York State products they use and sell by displaying the emblem. To find out more about the Pride of New York Program, call 800-554-4501 or visit [www.prideofny.com](http://www.prideofny.com).