



FOR IMMEDIATE RELEASE

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Lee Newspapers, Inc. announces Palladino Farms & Heritage Hill Brewhouse in Pompey Selected as New Location for the Empire Farm Days

Largest agricultural trade show in the Northeast coming back home to Pompey after 34-year hiatus

Pompey, NY • 10/5/20 — Palladino Farms scenic location in the hills of Sothern Onondaga County will again be the backdrop for the largest agricultural trade show in the Northeast. Lee Newspapers, Inc. of Palatine Bridge New York, has decided to relocate the show from where it has been held in Seneca Falls since 1988 back to Palladino Farms which last hosted the show in 1987. Palladino farms & its National Award-Winning Heritage Hill Brewhouse were selected to bring a new level of hospitality, convenience and reach to the show vendors and participants.

“With choosing Palladino Farms & Heritage Hill Brewhouse as the location for the next several years, we are able to offer many conveniences not normally associated with the summer farm show including, great cell service, Wi-Fi, air conditioned restaurant & brewery, dedicated event barn overlooking grounds for customer meetings – all within minutes of all types of accommodations. Lee Newspapers General Manager Bruce Button said, “Never have exhibitors or attendees of a summer farm show had such luxurious facilities”

Palladino Farms had previously hosted the Empire Farm Days in 1978, 1979, 1980, 1986 & 1987.

“Empire Farm Days was a significant part of our history and our community is excited to have it back, it will truly be a family friendly atmosphere, we want to attract people who wouldn’t normally go to a farm show as well as the dedicated regulars”, said Dan Palladino Partner of Palladino Farms & Owner of Heritage Hill Brewhouse, “We intend to be partners with Lee Newspapers for the show, not just provide the land for it to take place, we want to go all out and do everything right and make this something our entire community can be involved in and proud of”

Heritage Hill Brewhouse will coordinate food & beverage for the event along with the normal NY beef producer’s BBQ. Heritage Hill even plans to brew a special 100% Onondaga County beer for the event. Dan Palladino plans to involve as many local community organizations in food & beverage services as possible for fundraising opportunities, and Lee Newspapers has committed to prioritizing local vendors for all show needs. There will be

a sizeable economic benefit from the hundreds of show vendors from across the Globe and thousands of show participants coming from across the Northeast, more details of which can be found below:

Economic Impact:

- Over 600 hotel nights. Local Craftsman Inn in Fayetteville designated as preferred show hotel.
- Onondaga County businesses will be prioritized as recommended establishments for vendors & visitors
- Significant economic opportunity for local restaurants, gas stations, entertainment businesses & farm stands
- Focus will be made on enhancing the vendor experience, leading to expanded tourism opportunity before, during & after the show for vendors & their families (Visit Syracuse being engaged in planning)
- 25,000 visitors from across the North East
- New sales tax revenue for the County
- Local Fire Departments, Non-profit & Community organizations, FFA Chapters, Churches will be offered opportunities for fund raising and involvement. Lee Newspapers wants to enhance the "local" offerings of the show, including homemade pies, locally produced ice cream, food provided by Heritage Hill (Chicken BBQ, Pig Roast), New York Beef Producers and only local organizations. Onondaga Grown will be a priority for food offerings.
- Local businesses opportunities for reaching new customers across the State & Northeast

Palladino Farms & Empire Farm Days History

- 86th annual Empire Farm Days
- Show purchased in 2020 by Lee Newspapers Inc (producer of agriculture renowned "Country Folks" Magazine) As 2020 show was canceled by Seneca County due to COVID this will be Lee's first Empire Farm Days show.
- Lee & Country Folks have been a key vendor & promoter of Empire Farm Days for over 40 years including back when it was last hosted by Palladino Farms.
- Lee has been producing trade shows for over 35 years and produces the Keystone Farm Show, Virginia Farm Show and the Hard Hat Expo.
- Palladino Farms is a 175-year-old farm established in 1845 by famed local developer Morris Beard. It was purchased in 1951 by Nunzio Palladino and has been in the Palladino family ever since. Prior to moving to Seneca Falls in 1988, Palladino Farms had hosted the most Empire Farm Days events in its history.
- Dan & Nick Palladino Jr., partners of Palladino Farms will be the host of the event along with their entire family and community who have supported the continued success of Palladino Farms since they took over in 2010.
- Heritage Hill Brewhouse was founded in October 2018 and is a NY State Farm Brewery, utilizing a majority of New York State ingredients in its beers and serving beef raised on Palladino Farms and other local farmers.
- Heritage Hill Brewhouse won a prestigious Great American Beer Festival (GABF) Award in 2019 for its Cherry Valley Farmhouse beer, the first 100% NYS beer to win a GABF medal. Heritage Hill will feature its beers and other NYS grown and produced beverages during the show and brew a 100% Onondaga County beer dedicated specifically for the Empire Farm Days show.

Key Facts & What to Expect:

- Empire Farm Days – The largest agricultural trade show in the Northeast
- 3 days in August (Tuesday August 3rd, Wednesday August 4th, Thursday August 5th) 2021 at Palladino Farms & Heritage Hill Brewhouse in Pompey – Signed to host annually through 2029
- Palladino Farms is a 5-time previous host. Last hosted here in 1987 (78,79,80 & 86,87)
- Over 400 vendors from across the Globe.
- See all about agriculture New York States Largest industry.

- Farmers from small hobby farms to the largest producers will get to see new equipment offerings, meet with thought leaders, see field demonstrations and converse with peers. There will also be vendors demonstrating lawn and garden, ATV & recreation, truck, and tools to meet the needs of even the rural resident. There will also be companies & specialists focused on niche ag products such as forestry, equestrian, hemp, fruit, vegetable, commercial horticulture, construction, craft beverage and landscaping.
- Onondaga County is one of the most diverse agricultural counties in New York State, ranking as one of the top producers in dairy, eggs and apples as well as significant beef, cash crop, hops, strawberries and vegetable operations. Learn about all these areas and more.
- Educational opportunities and events brought to you by Cornell Cooperative Extension, New York Farm Bureau, New York Agricultural Land Trust and other rural support organizations will be available throughout the show.

For more details on the Empire Farm Days visit www.empirefarmdays.leetradeshows.com

To learn more about Palladino Farms and Heritage Hill Brewhouse www.heritagehillbrewery.com

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