

## Press Release

### For More Information Contact:

Amanda Whisher

518.643.8636

[amanda@rulfsorchard.com](mailto:amanda@rulfsorchard.com)



### For Immediate Release

#### **5<sup>th</sup> Annual Rulfs Orchard Strawberry Festival Seeks Farmers' Market Vendors** ***Unique Festival Celebrates Strawberry Season on the Adirondack Coast***

**Plattsburgh, NY – 3/31/2016** – Planning is underway for the 5th annual Rulfs Orchard Strawberry Festival, taking place at Rulfs Orchard on Saturday, June 25, 2016 from 11am-3pm. Boasting both education and entertainment themed around all things strawberry, excitement surely awaits every family member at this event!

As the festival grows in popularity with each passing year, Rulfs Orchard seeks opportunities to showcase the event's farmers' market component. What better way to do that than through a diverse range of local vendors?

With a focus on promoting local agriculture and agritourism opportunities in the area, the festival is looking for vendors of all types throughout the region, from beverages and food to businesses and artisans displaying unique crafts. Wineries and breweries are welcome, too! Participation is free.

Interested in joining the celebration? Fill out the attached form and e-mail it to Amanda Whisher at [amanda@rulfsorchard.com](mailto:amanda@rulfsorchard.com). Have questions about the application process? You can also contact Amanda by phone at 518.643.8638 x6.

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### **About Rulfs Orchard**

Bob Rulfs arrived in Peru on March 19, 1952 from the small town of Valhalla in Westchester County. A recent college graduate with a degree in animal husbandry, Mr. Rulfs dreamed of owning a small dairy farm. He purchased a farm with four milk cows and three heifer calves. The farm Mr. Rulfs purchased also came with 12 acres of apple trees. He sold apples in a wagon on the front lawn of his house. In 1964, Northway (I-87) was being constructed and it consumed a good share of the farm. As a result, he purchased another farm in West Peru. As time went on, Mr. Rulfs diversified his crops. In the 1960's he grew tomatoes and sweet corn. In 1983 he added the cider mill and in 1987, the bakery. Today, Rulfs Orchard offers over 15 types of produce grown on the farm. Each year the orchard grows and becomes more diversified. In addition to the retail side, the orchard also wholesales products to many area grocery stores and other businesses. For more information about Rulfs Orchard, please contact Rulfs Orchard at 518.643.8638, visit [rulfsorchard.com](http://rulfsorchard.com) or log onto [Facebook.com/rulfsorchard](https://www.facebook.com/rulfsorchard).