



Contact: Ella Maniloff
610-952-2582
maniloff@fingerlakes.com

FOR IMMEDIATE RELEASE

MAPLE WEEKEND RETURNS TO THE FINGER LAKES THIS MARCH WITH TWO
WEEKENDS OF FAMILY FUN

Families are Invited to Explore Maple Production with Tours, Tastings and Maple Inspired Activities at Local Farms and Sugarhouses 22-23 and March 29-30, 2025.

CANANDAIGUA, N.Y. (Sept. 16, 2025) – Maple Weekend will return to the Finger Lakes on March 22-23 and March 29-30, 2025. Hosted by local maple producers, the two-weekend event gives visitors an inside look at the sugaring process, from tapping trees to boiling sap into syrup. Participating farms, restaurants and sugarhouses will offer demonstrations, maple product tastings and family activities, teaching about the Finger Lakes' role in New York's reputation as the nation's second-largest maple producer.

Since its inception in 1995 by the New York State Maple Producers Association, Maple Weekend has grown into an annual tradition that connects visitors with producers, educating the public about syrup production and its impact on the local agricultural economy. The statewide celebration merges the work of local producers with New York's status as the nation's second-largest producer of maple syrup. Maple Weekend connects visitors to the agricultural heritage and the economic importance of maple production in the Finger Lakes.

"Maple Weekend is a chance for families to make memories while experiencing one of New York's sweetest traditions," said Sarah Barnes, president of the New York State Maple Producers Association. "By opening our farms and sugarhouses, we are not only sharing the process behind syrup production but also aiming to support local agriculture and emphasizing the Finger Lakes as a destination for an authentic family friendly experience."

This year, about fifty producers and farms across twelve counties will participate. The event draws close to ten thousand visitors each year and brings an estimated one million dollars in direct economic activity to the region.

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It also strengthens public understanding of the maple industry at a time when changing environmental conditions are creating long-term pressures for producers.

"Raising awareness of the maple industry is more important than ever," Said Allison Clarke, communications coordinator at Visit Finger Lakes.

"This event not only educates the public about where their food comes from but also builds lasting interest in an industry that depends on local support and faces challenges from the current environmental state."

The Finger Lakes region continues to invest in agriculture-focused events that encourage residents and visitors to support local producers. Additional details on participating farms, maps and activity schedule are available at nysample.com.

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The New York State Maple Producers Association represents over 600 maple producers across the state and dedicates itself to promoting, protecting, and preserving New York's maple industry through education and events. For More information, visit nysmaple.com.

Visit Finger Lakes is the official tourism promotion agency for Ontario County, N.Y., dedicated to showcasing the region's natural beauty and rich traditions while supporting local businesses and strengthening the visitor economy. For more information, visit visitfingerlakes.com.