Farmers Choice New Paltz Named 2026 Cannabis Dispensary of the Year

New Paltz flagship recognized by the Consumer Ratings Institute for reimagining what a Hudson Valley dispensary can be.



The Farmers Choice flagship in New Paltz, NY, named 2026 Cannabis Dispensary of the Year by the Consumer Ratings Institute. A vintage tractor stands on the lawn out front.

NEW PALTZ, NY, UNITED STATES, September 14, 2026 / EINPresswire.com/ -- Farmers Choice has been named the 2026 Cannabis Dispensary of the Year by the Consumer Ratings Institute (CRI), recognizing the brand's New Paltz flagship location for its distinctive approach to retail design and community connection in the Hudson Valley.

The 9,000-square-foot flagship, designed in partnership with Mercury Project Design, moves away from the traditional jewelry store feel of cannabis retail in favor of an open, farmer's-market-inspired experience.

> We did not set out to win anything. We set out to build a store that feels like a Saturday at a farm stand, and the people of New Paltz made it what it is."
>
> *Sharif Jamal, Creative Director, Farmers Choice*

The natural wood finishes, artificial turf flooring, and a signature barn shop invite visitors to explore at their own pace, while a full-sized vintage tractor anchors the space as a nod to the region's agricultural roots.

The store also features dedicated "Grow Your Own" and "Apothecary" sections, part of Farmers Choice's broader focus on community education and local authenticity.

The store's creative direction came from Sharif Jamal, Creative Director at Farmers Choice, who worked with the Mercury Project Design team on everything from the architecture to the smallest fixture.

"We did not set out to win anything," said Jamal. "We set out to build a store that feels like a Saturday at a farm stand, and the people of New Paltz made it what it is."

"Collaborating with Sharif Jamal was an inspiring creative journey that allowed us to push the boundaries of traditional cannabis retail and bring his unique vision to life," said Michael Benincasa, the Chief Creative Officer at Mercury Project Design.

"It was a privilege to partner with such a forward-thinking client to develop a brand identity that authentically reflects the local spirit and innovative 'farmer's market' essence of Farmers Choice."

The New Paltz location serves the Hudson Valley community alongside Farmers Choice's Fishkill store, with a continued focus on local sourcing transparency and hands-on customer education led by the brand's team of Farm Hands.

The full story behind the award and the store's design is published on the Farmers Choice website.



Inside Farmers Choice New Paltz, a barn-style shop-in-shop, a vintage tractor and hanging cloud lights give the 9,000-square-foot store its farmer's-market feel.



The sales counter at Farmers Choice New Paltz sits beneath a striped market awning and a moss wall.

About Farmers Choice

Farmers Choice is rooted in the Hudson Valley and grown for the community, with locations at 1 Old Route 299 in New Paltz and 18 Westage Drive in Fishkill, NY. The brand is built around local sourcing, community education, and a retail experience designed to feel like a trip to the farmer's market rather than a transaction. Farmers Choice is operated by Westage 7 LLC and holds New York State Office of Cannabis Management adult-use retail licenses OCM-RETL-24-000119 (New Paltz) and OCM-RETL-24-000045 (Fishkill). Customers must be 21 or older with a valid government-issued photo ID.

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A model airplane and cloud lights hang above the sales floor at Farmers Choice New Paltz, carrying the farm-market theme up to the ceiling.

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