



- Advertisement -

NYAA prepping how-to recipe instructional videos

By

Keith Loria

January 14, 2022

January is all about a fresh start, and the [New York Apple Association](#) has fresh ideas to ring in the new year and ensure that 2022 is an exceptional year for the state's apple producers.

Throughout January, banner ads will feature registered dietitian Kelly Springer as she showcases healthy ways of enjoying New York apples.

"Consumers are inspired to eat healthier by starting out the day with a warm bowl of oatmeal with sliced-up apples or tossing in their favorite apple in a blender to make a delicious morning juice," said Cynthia Haskins, president of the NYAA.

The New York Apple Association focuses its digital ads in marketplaces where New York apples are being displayed and partners with retailers in geotargeting ads.

"Jumping into the Super Bowl fun, NYAA showcases different ways to create fruit boards by pairing up with cheeses and some tried and true super bowl favorites like hot wings, cold cuts, and other fun finger food," Haskins said. "Preparing fruit boards is perfect for game day."

Springer suggests pairing different New York apple varieties with varying cheese of different colors, textures and tastes.

"Providing consumers with ideas of mixing it with soft, semi-soft, firm, blue and aged cheese and New York apple varieties like Snapdragon, Rubyfrost, Evercrisp, Empire, McIntosh, Cortland, Golden Delicious, and many others makes entertaining simple and easy and so delicious," she said.

The NYAA isn't stopping at just fruit boards or breakfast ideas. There's a lot of innovative ideas coming from the apple experts.

"We are going into production to create some new how-to recipe instructional videos and photography of finished plated dishes, snacking and pairing ideas," Haskins said.

Currently, the NYAA has more than 200 recipes on its website and will add 50 more over the next several weeks as winter kicks up.

“Our website and social media platforms are a place for a consumer can go and find serving ideas quickly and at any time of day or night,” Haskins said. “Plus, we showcase our many apple varieties so consumers can learn more about their favorite apple varieties and discover some new ones.”

This year, the NYAA is planning to share more photography and video assets with partnering retailers so they too can promote New York apples in new and better ways. By working with retailers, the NYAA hopes to improve sales and bring more attention to the apples being grown by New York growers.

In November, the NYAA’s board of directors met to participate in the long-term strategic planning process, which is expected to be wrapped up by June. The NYAA board comprises 15 board members that meet three times a year, along with participating in several video meetings throughout the year. The strategies they come up with help the NYAA move forward and continue providing great assistance to New York’s apple producers.

Other news around the association is that it recently added a kitchen studio in Fishers, NY, equipped with cabinets, dishes, and open space so videographers and photographers can easily navigate.

“NYAA has on its schedule to create new recipes to add to its website and make available through social media and retail and foodservice partners,” Haskins said. “A series of recipes are scheduled for videoing and photography this winter. The line-up includes appetizers, beverages, entrees, desserts, bread, and more.”

[Print](#)