



**- Advertisement -**

**New York Apple Association is ready for new crop**

By

August 17, 2022

Following a successful year, which saw 55 million consumer impressions across all media, the [New York Apple Association](#)'s marketing and public relations plan for the 2022-23 crop year is under way.

NYAA reported that it is reaching out to retail partners to secure geo-targeting advertising to complement in-store and digital promotions to drive New York apple sales. These geo-targeted promotions include a gallery of NYAA's original content, images, and videos to complement print and digital ads.

"NYAA is offering point-of-sale materials for retail partners to encourage large displays of New York apples," said Cynthia Haskins, NYAA's president and CEO.

Display merchandisers, orchard bins, price cards and more are all available to order via [Applesfromny.com](#). New York apple shippers offer a wide array of their own branded packaging along with eye-catching [Applesfromny.com](#) packaging. Packaging includes high-graphic poly totes, poly bags and pouches for consumers wanting grab-and-go conveniences.

The NYAA is expecting a bountiful crop year for New York growers.

"Early varieties will kick off the season and will be available as early as the third week of August," Haskins said. "The weather has been cooperating, and we are anticipating apple production to be on par with the previous three-year average. I am hearing reports from the growers that we will have a good range of sizes."

New York weather has been cooperating, with New York receiving some needed rain recently. Apples are sizing well and ripening up, and there will be a strong mix of available varieties this year.

NYAA noted that some of the early varieties this year will include Ginger Gold, Paula Red and Premier Honeycrisp. Following closely after those, some of the apple shippers will have Jersey Mac and Zestar varieties ready. Popular varieties like Gala, Empire, Fuji, Macoun, McIntosh, Honeycrisp Snapdragon and SweeTango will be ready for distribution and promotion as the new crop season progresses.

The NYAA is working diligently to remind East Coast school foodservice directors along with foodservice distributor buyers that New York is a closer choice. With so many wide varieties, there is an apple for everyone.

"Many New York apple shippers have invested in state-of-the-art packing lines, and others have built brand new facilities over the last five years," Haskins said. "It has been quite impressive to witness the innovation of the New York apple industry. Our growers are stewards of the land, and it is equally as impressive to see the continued adoption of sustainable practices to ensure the longevity of family orchards and economic viability of their communities."

---

A best practice among state apple growers is utilizing Integrated Pest Management to protect their agricultural ecosystems. Ponds are strategically placed throughout orchards to provide water for irrigation and contribute to the biodiversity of orchards. Fish, insects and algae create their additional complete ecosystem.

“Before apple trees are planted, and between growing seasons, New York’s rich soils are assessed and enhanced with organic matter that supports tree health,” Haskins said. “Soil health is important to the growers, and they monitor the orchard soil health with probes that tell them the soil’s calcium, potassium and magnesium levels.”

This means New York apple growers can utilize a limited amount of fertilizer due to the rich soils that the state inherently possesses. Growers are investing in laser-driven intelligent sprayer systems allowing for highly targeted applications.

“New York’s unique weather is perfect for growing apples,” Haskins said. “Sunny summer days, crisp fall nights, rich glacial soils and abundant water resources grow healthy orchards.”

To kick off the apple season, NYAA will air two commercials this fall. The commercials will begin airing on traditional television and cable in Buffalo, Albany, Rochester, and Hudson Valley and then be distributed to target markets throughout the East Coast and Midwest through social media.

New this year, NYAA will air one of its newly award-winning Bronze Telly commercials on television streaming platforms. Kelly Springer, registered dietician and spokesperson for NYAA, will appear on television segments and promote the nutritious value of New York apples through social media.

[Keith Loria](#)

---

## About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

[Print](#)