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NYAA invites people to take part in Big Apple Crunch

By

Keith Loria

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Nutrition is an important part of the [New York Apple Association](#)'s message about apples. Kelly Springer, registered dietitian and spokesperson for the organization, is reaching out to consumers through television and social media to spread the word that New York apples are a healthy and delicious snack.

In fact, NYAA is currently shooting a series of easy-to-prepare recipe photos in its new kitchen set and offsite destinations and will begin making those images along with new recipe instructions and preparation tips available this fall. Springer will showcase many of NYAA's Apple d'Lites, recipes that show apples as an excellent ingredient in lighter fare like lively salads.

NYAA's current recipe library assets includes more than 275 recipes and more are added each month.

For instance, fun recipes like apples on a stick, snack kabobs and yogurt fondue and chocolate are showcased on social media platforms and on the NYAA website.

"Appletizer stimulates the appetite — or as we like to say, 'appetite' — with invigorating flavors and satisfying textures," said Cynthia Haskins, president and CEO of the NYAA. "We are excited to debut several new appletizers to our recipe mix on our website along with spotlighting many of our favorites through social media."

In other news, the NYAA is participating in the New York State Nutrition Association annual conference in mid-October, the first statewide conference in three years. Hundreds of New York school foodservice professionals attend this event each year.

"We are excited for this event as it is a wonderful opportunity for us to meet with school foodservice professionals face-to-face and share how New York apples are as close as their backyard," Haskins said.

NYAA will make available a recently created A-Z poster and companion brochure that depicts the history of New York apples, a series of Did You Know fun facts, and flavor characteristic descriptions during the conference in addition to reminding schools to participate in the NY Big Apple Crunch promotion.

This is the ninth annual Big Apple Crunch, and NYAA is encouraging New Yorkers and others to take the crunch challenge, hoping to inspire them to buy New York state apples during harvest to help support local agriculture and family farms.

Therefore, the NYAA is counting down to Oct. 27, when it will support the FarmOn! Foundation's

annual “Big Apple Crunch” event. At precisely 2 p.m., New Yorkers across the state will crunch into a New York-grown apple. Over the last several years, millions have participated in the event, which is also supported by the New York State Department of Agriculture and Markets.

“It is important for consumers to know that a significant industry is right in their own backyard and that New York has a reputation for producing some of the most flavorful apples in the world, thanks to our ideal geography, climate, and soils and the 600 apple growers in the state who have a wealth of multigenerational knowledge and experience,” Haskins said. “FarmOn! focuses on the importance of local agriculture and how it impacts not only healthy diets but the health of New York state.”

New York state is the second leading producer of apples in the nation and this promotion is a great way to celebrate the locally grown apple harvest.

“New York is also home to more than 150 You-Pick destinations where family and friends can pick their own apples or pick up some at their favorite grocery store,” Haskins said.

“Visit Applesfromny.com to discover where the many You-Pick apple orchards are located in New York in addition to trying new recipes and learning about the many different New York apple varieties.”

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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.

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