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**New York Apple Association celebrates fall with new contests**

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By

Keith Loria

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The [New York Apple Association](#) is celebrating the fall by reminding consumers that apple pie made with freshly picked apples are the new go to pie for Thanksgiving this year.

To add to that excitement, NYAA is offering consumers a chance to win an Apple Pie Kit, which will include a bright red Emile Henry ceramic ruffled pie dish, ApplesfromNY rolling pin, apple slicer and a gift box of New York apples.

“Entrants experience the excitement of entering and winning and receiving future notices about apple recipes, apple varieties and future sweepstake opportunities,” said Cynthia Haskins, president and CEO of the NYAA.

Part of the social media sweepstake promotion requirement includes sharing and liking the NYAA post. New York Apple Association believes that the contests are a great tool to build fan base and create excitement for the holiday season.

“We believe that in addition to increasing the number of people who are interacting with our brand, a contest provides a means for us to deepen our connections with the consumers,” said Haskins. “Our social media mix includes targeting neighborhoods near grocery stores that are carrying New York apples.”

NYAA shared this is just one of the social media promotions taking shape this fall. Another is giving away an apple Charcuterie Kit — a gift box of New York apples, apple slicer, charcuterie board, and several recipe ideas will be given away later in the month of November.

The association reported that it has had great success with contests in the past as fans help spread the word about the campaign and the contest encompasses multiply marketing channels.

“The contests are an effective tool as part of our social media strategy and the association will host several consumer sweepstake giveaways throughout the holidays and into the new year,” Haskins said.

Production of New York apples is around 32,300 million bushels this year and many retailers have included New York apples as part of their apple merchandising mix. New York Apple Association has made available display shippers, signage, digital couponing, cooperative advertising support and social media geotargeting partnerships with retailers throughout 2022.

Looking ahead, NYAA has big plans for the upcoming New York Produce Show, held in New York City from Nov. 29 through Dec. 2. The association is a longtime sponsor of the opening reception that takes place the night before the tradeshow.

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“We are also teaming up with New York City chefs in preparing recipes that showcase New York apples so conference goers can taste for themselves that there are many different uses for New York apples and just how flavorful New York apples are,” Haskins said. “We are also increasing our booth space to bring attention to the many diverse apples that are grown within closer proximity to the east coast markets. It only makes economic sense to source closer to markets in addition to everyone doing their part in becoming more sustainable.”

The NYAA team can be found at booths 551 and 553 this year.

“Attending this conference is a great way to bring together like-minded people from our industry to exchange ideas, generate new ideas and inspire each other,” Haskins said. “Connecting with those who currently source New York apples and introduce our high-quality apples to those who yet source them are two solid reasons for us to attend this conference.”

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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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