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NYAA's spokesperson, Bob, has big plans for the holiday season

By

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November 29, 2023

As a special treat this holiday season, the New York Apple Association's spokesperson, Bob for Apples from New York, will showcase his culinary skills and love for all New York-grown apples on the ApplesfromNY.com website and social media.

He will share breaking news from the in-studio NYAA Kitchen, where apples are always cooking and brewing. He will also feature desserts and pairings using New York apples.

"Bob loves New York apples, and he can't get enough of them and attributes their great taste for bringing out the chef in him," said Cynthia Haskins, president and CEO of the NYAA.

On the site, Bob will demonstrate new takes on what he calls the "greatest fruit ever" — New York apples.

"New York apples are perfect for pairing with salads, sandwiches, appetizers, or, as I call them...apple-tizers," the spokesperson said. "They're also amazing for pairing with apple or hard cider and hundreds of cheeses. I love any dessert made with New York apples."

NYAA highlights that Bob for Apples from New York has a B.A. degree in communications from the University of New York Apples with a concentration in journalism. He grew up on a multi-generational apple farm in Upstate New York.

A favorite dish of Bob's will appear on the ApplesfromNY.com website and social media each week beginning this holiday season.

"The holidays are about enjoying time and good food with family and friends," Haskins said. "Bob tends to reach for something sweet, so we must remind him that moderation is key."

Joining Bob will be Kelly Springer, registered dietitian and spokesperson for everything healthy for the NYAA. She will remind Bob and others to reach for healthier snack options this holiday season. A slice of pie is fine, but Kelly often must nudge Bob to remember that the word slice is singular.

Springer is a graduate of West Virginia University with a degree in nutrition and earned her master's degree in health education from SUNY Cortland. She formerly worked as the division dietitian at Wegmans Food Markets and as a clinical dietitian at Auburn Hospital, working in bariatrics, critical care and nutrition support.

Bob and Springer are scheduled to co-host the first-ever N.Y. Apple Ambassador event in March 2024. At the event, 25 Core Apple Ambassadors will share healthy tips and nutrition facts about New

York apples.

“We need to get the word out that New York apples are a healthy food option, and the NY Core Apple Ambassadors will play a critical role in making that happen,” Springer said. “Eating fresh fruits and vegetables is important to our diets. Eating better can be hard during the holiday season, and many of us are thinking about how we can be healthier.”

The NY Core Apple Ambassadors are coming together to educate the public on preparing and cooking healthy options without sacrificing ingredients or flavor.

“The NYAA is excited to bring together Bob for Apples from New York, Kelly Springer and 25 Core Apple Ambassadors who are also registered dietitians as we expand our nutrition section of the ApplesfromNY.com website and fill it with resources that others can tap into to help them make healthier choices,” Haskins said.

Throughout the year, the 25 Core Apple Ambassadors will sample the many New York apple varieties and witness apple blossom time in the orchards in May and apple harvest in the fall.

“We have plans on rolling out the Core Apple Ambassador program this spring and look forward to working with the dietitians in helping develop content that will inspire others, including Bob for Apples from New York,” Haskins said.

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