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New York Apple Association is big on flavor, big on health

By

Keith Loria

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[The New York Apple Association](#) launched its Apple Ambassador program on March 21, with Kelly Springer, official spokesperson on health and wellness for the organization, leading the way.



Kelly Springer

Springer has worked with the NYAA for five years, and is excited to expand the organization's health and wellness messaging. She will launch several new healthy recipes this year along with her co-anchor, spokes-puppet Bob for Apples from New York.

"New York apples are a perfect healthy snack option," she said. "They are crunchy, sweet (or tart) and satisfying and are widely considered a 'super fruit.' Apples are a delicious snack option and are highly versatile, including being a perfect companion to a salad, pairings, or in a favorite recipe. And a critical part of marketing New York apples is highlighting the distinct flavor profiles of the varieties."

The official launch of the Ambassador program will include one of a series of Apple 101 sessions for the NYAA's Apple University program. Springer, founder of Kelly's Choice, will be the first featured speaker, talking about the health benefits of consuming New York State apples.

"The video segment will include the invited 25 registered dietitians from across New York as we begin providing them available resources and begin our plans on developing additional messaging," said Springer, who has appeared on several television segments for NYAA as well as appearing in many videos and on social media platforms. "I am excited to be part of building a team of dietitians who believe in volunteering their time for the common goal of educating the nation about nutrition."

A virtual meet and greet session took place for the 25 Apple Ambassadors on Jan. 30, providing a first chance for everyone to meet one another. The Apple Ambassadors will work together in developing health and wellness messaging for NYAA social media, website, articles, and to include digital and print collateral.

“The Apple Ambassadors are creating social media messaging and images to pass along to our growers and marketing partners so they, too, can build awareness for New York apples,” said Cynthia Haskins, president and CEO of the NYAA. “Assets will include short videos, photography and narratives.”

The Apple University video series will be full of scientific nutritional information about New York apples, plus information on how apple trees are planted, cared for, harvested, stored and distributed. It will also show the many flavor profiles of the diverse apple varieties that New York State grows.

“We are not only excited to bring these major players within the nutrition and diet industry together digitally, but to also bring them together in the same room and out in the orchards so they can learn first-hand what it takes to produce the apples with the big flavor,” Haskins said. “We have great plans for the Apple Ambassadors including setting up fall apple harvest tours, on-site collaborative sessions and photography sessions, and inviting them to the NYAA Kitchen, where we stir up something healthy along with baking something a little sweet from the over 300 recipes appearing on NYAA website.”

The NYAA currently has a landing page on its website that highlights and describes the flavor profiles of many of the New York apples.

“Letting consumers know which apples are a little tart, which are a little sweeter and everything in between helps them in making their purchasing decisions,” Haskins said.

The NYAA will also launch its March wellness campaign, Big on Flavor, Big on Health, and, Bob for Apples from New York will be right there with Springer as they launch many recipes, preparation ideas and educating consumers about the big flavor profiles of New York apples.

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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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