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**Crunch Time puts spotlight on SnapDragon, RubyFrost**

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By

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Crunch Time Apple Growers will be showcasing SnapDragon and RubyFrost apples throughout the Global Fresh Produce & Floral show, and attendees will have the opportunity to meet a special Crunch Time guest.

Crunch Time, a Lockport, NY-based grower cooperative, will have representatives supporting the New York Apple Association at booth No. 3655. Its signature apples will be displayed at the booths of its sales partners, including Fowler Farms, Yes! Apples, Hess Brothers, Rice Fruit Co., Hudson River Fruit Distributors, Riveridge Produce Marketing and Applewood Fresh Growers.



Snappy the Dragon, Crunch Time's SnapDragon apple mascot, will also make an appearance at the show, said Jessica Wells, Crunch Time Apple Growers' executive director.

Redesigned SnapDragon display shippers, and accompanying signage, will be a focus of show floor

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discussions for Crunch Time, along with the addition of hanging options for retail signage, Wells said.

With the new apple season, Crunch Time has partnered with recipe creators to help develop fresh recipes to highlight on its website, [www.crunchtimeapplegrowers.com](http://www.crunchtimeapplegrowers.com), and social media channels.

“We are focused on recipes that step outside of traditional apple uses with the intention of helping consumers find new uses for apples, specifically SnapDragon apples, to drive consumption,” Wells said.

SnapDragon harvest wrapped up about 10 days early this season, with RubyFrost harvest starting 10 days earlier in New York’s Hudson Valley.

“Our production has increased by about 20 percent, so there is a focus on expansion of our market area,” Wells said. “The production increase is due in large part to acreage planted coming into full production. There are plans for more acreage, but not a significant effort to expand production outside of New York State.”

### **Gridiron Goals**

With the kickoff of the new NFL season, Crunch Time entered its third season as official apple of the Buffalo Bills, offering samples to fans during pre-game festivities on “The Billevard.” The area outside the stadium that features food and activities before home games.

The Bills kicked off its season Sept. 23 with a win against the Jacksonville Jaguars.

“The crowds were incredible and so excited to see SnapDragon back at pre-game festivities,” Wells said.

SnapDragon ads on the Buffalo Bills Radio Network feature defensive end Greg Rousseau. He and special teams long snapper Reid Ferguson are appearing on a couple of SnapDragon billboards in the Buffalo area this season.

“One of my favorite parts of the Bills partnership is the opportunities it presents us to work within the western New York community, providing apple donations to various local causes, supported by players and the Bills,” Wells said.

Beyond supporting sales partners, networking and meeting with partners during the International Fresh Produce Association’s show, Wells said Crunch Time will be participating in the Race for a Healthier World 5K on Friday, Oct. 18. Crunch Time representatives are also attending the Women’s Fresh Perspectives Breakfast on Saturday, Oct. 18, and Communications Conclave Luncheon on Friday, Oct. 17.

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