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New York Apple Association championing New York state apples

By

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The New York apple harvest is well under way, harvesting around 31 million bushels of apples in 2024. There are currently more than 500 family-owned orchards in New York state, making New York the second-largest producer of apples in the country.

“Apple harvest began in mid-to-late August and continues through the first week of November,” said Cynthia Haskins, president and CEO of the New York Apple Association. “New York apple shippers are offering a good mix of sizes and packaging this year.”

Each of the apple growers in New York contribute to the Apple Marketing Order (AMO), a program that collects about \$2 million annually, depending upon the crop size, to promote New York state apples and products. This year, New York State has dedicated \$1.2 million toward NYAA’s consumer program, giving the nonprofit more than \$3 million dollars to market this season’s apples.

The NYAA reported a beautiful and bountiful crop this fall and predicts that New York will produce 31,000 bushels of apples this year.

“It is truly a beautiful crop,” Haskins said. “We have a solid mix of larger and smaller fruit as New York State is the one-stop source for apples. We are located closer to many of the densely-populated cities and the many communities in between. Our apple shippers have a good range of packaging options from poly bags to pouches to totes and tray packs for the consumer who enjoys hand-selecting their apples.”

The NYAA will be bringing some of New York’s finest apples to the upcoming International Fresh Produce Association’s Global Produce & Floral show, operating booth No. B3655.

This apple season, the NYAA team is working closely with retailers to develop robust marketing

plans, from customizing in-store display units and price cards, to geotargeted ads that coincide with retailers' ad planners, to setting up digital and print cooperative advertising and digital couponing.

"We are working closely with retailers in customizing the right mix of promotional offerings to drive sales and get New York apples front-and-center of consumers," Haskins said. "NYAA created custom single-unit display shippers and signage for stores."

NYAA also has an aggressive advertising and promotional campaign this year in New York City centered on its The Big Flavor in The Big Apple campaign. "It doesn't get more local than that," Haskins said. "The display shippers are used to display totes, poly bags, pouches and bulk displays."

Haskins noted the fall is always a fun time for consumers to purchase new crop apples as the air becomes brisker and the sweaters come out, plus apple cider and pressed apple juice are crowd favorites this season.

"Consumers want a good mix of sweet to tart apples choices," Haskins said. "Consumers are shopping for apples to be used in smoothies, snacks, to eat alone as dessert or to use as a key ingredient in desserts, entrees or even as a side dish."

NYAA has more than 300 apple recipes on its website, ApplesFromNY.com, and NYAA's fall media includes airing two commercials and a robust social media plan.

"Our social media plan includes targeting markets where New York apples are being shipped in addition to targeting New York City," Haskins said. "We are investing in a digital billboard in the heart of New York City and mobile billboards on 600 buses traveling the five boroughs."

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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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