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New York Apple Association launches grassroots social media initiative

By

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[The New York Apple Association](#) unveiled its latest social media initiative aimed at engaging and inspiring apple enthusiasts across the nation.

The initiative, which launched in early 2025, seeks to harness the collective power of the state's 500-plus apple growers to actively participate in content creation that will captivate and motivate consumers to indulge in the delicious bounty of New York apples.

The NYAA's social media committee is being driven by three founding members — Kristen DeMarree, social media committee chairperson and NYAA board of director; Helene Dembroski, NYAA secretary and chairperson of the school and food management committee; and Carrie Wafler, NYAA board of director.

“Social media influences many aspects of our lives,” DeMarree said. “It’s where we find inspiration, learn what’s popular, how we get our news, form or solidify opinions and influence what items we buy. Social media is also unique in that we can form friendships and relationships with those who want to know who is growing their food and how they are growing it. It is a great platform for growers to make connections.”

NYAA is calling upon its network of dedicated apple growers and apple related businesses to share their unique stories, behind-the-scenes glimpses and the passion that goes into producing superior-tasting apples. By doing so, growers will not only showcase the rich heritage and meticulous care that define New York apples but also build a direct and personal connection with consumers.

The NYAA envisions a collaborative approach where each grower contributes to a diverse tapestry of content that highlights the multifaceted nature of apple farming. This content will range from captivating photos and engaging videos to heartfelt narratives and informative posts.

Growers are encouraged to document various aspects of their work, such as growing and harvesting techniques, a day in the life, family traditions, seasonal changes and health benefits of apples.

The primary intent of this initiative is to create content that resonates with consumers, encouraging them to purchase more New York apples. By seeing the faces behind the fruit, understanding the effort involved and appreciating the stories that make each apple unique, consumers will feel a deeper connection to the product. This emotional engagement is key to driving sales and fostering loyalty.

Additionally, informing consumers about the health benefits of apples and offering numerous recipes that they can try at home or share with friends and family will further enhance their connection to the product.

“Every apple has a story and bringing together the New York apple growers to share their stories, including their challenges and triumphs, will create a narrative that consumers can relate to, leading to engaging with us, the grower,” Dembroski said.

By bringing together the voices and experiences of more than 500 apple growers, the NYAA aims to create a vibrant and engaging online presence that not only promotes New York apples but also celebrates the people who make it all possible.

“As a committee, we see this initiative as a grassroots initiative,” Wafler said. “The growers will be creating content on their personal social media platforms in addition to collaborating with NYAA to expand our collective reach. The committee is growing, and everyone is busy creating videos and photography as we share the NY apple story.”

As part of the new initiative, the NYAA will launch content this spring during apple blossom season, a time that marks the beginning of apple production in New York State, which produces approximately 32 million bushels of apples each year on over 50,000 acres of farmland.

NYAA is all about innovation, and this grassroots initiative presents a fresh approach to engaging with consumers.

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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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