Responsibilities of the NYAA per the marketing order:

- Promotion and advertising of NY apples and apple products.
- Grower Informational Services.
- Conduct and carry out consumer and nutritional research*

*Production research is supported through the ARDP, not the AMO
Promotion and Advertising of New York apples and apple products
New York State Consumer Advertising

TELEVISION, RADIO, DIGITAL

**Television (September – November 2015) (January-February 2016)**
- **Markets:** Buffalo, Rochester, Syracuse, Albany, Poughkeepsie
- **Spots:** (11,673 spots) 15 & 30 second spots
  - **Total Cost:** $315,546

**Radio (September – October 2015)**
- **Markets:** Buffalo, Rochester, Syracuse, Albany, Poughkeepsie, Burlington
- **Spots:** (4,780 spots) 10, 15, & 30 second spots
  - **Total Cost:** $142,362

**Digital (September 2015 – February 2016)**
(Online Interactive Banner Advertising & Pre-Roll Video)
- **Health & Lifestyle Web Sites**
- **Upstate NY Media Web Sites (Television, Radio, Newspaper)**
- **Facebook (All Women 25-54 in Upstate NY on Facebook)**
- **Internet Radio (Pandora & iHeart Radio)**
- **Mobile**

**Total Impressions:** 37,061,424
- **Total Cost:** $191,780
WABC-TV (NEW YORK CITY)

TCS New York City Marathon
- Television Schedule and Promotion
- Total Impressions: 6,661,000

TOTAL COST: $103,550

TOTAL COST: TELEVISION, RADIO, DIGITAL: $753,225

Consumer Print

Metro (New York City)
- (8) Full Page Ad Insertions
- 2,600,000 consumers reached

Edible Magazine
- (20) ¼ Page Ad Insertions in 9 Publications: Manhattan, Brooklyn, Long Island, East End, Queens, Hudson Valley, Finger Lakes, Jersey, Nutmeg
- 315,000 consumers reached

Wegmans Menu Magazine
- (2) Full Page Ad Insertions (Fall, Holiday)
- Over 1,500,000 consumers reached

Valley Table Magazine
- (1) Full Page Ad (Hudson Valley Region)
- Over 153,000 consumers reached

CONSUMER PRINT BUDGET: $76,800
NEW YORK CITY SCHOOL VIDEO: $16,325
• Production of “From Blossom To Awesome – Growing Apples in New York State”
• View on NYAA Website, NYC Schools Website, & Others

COMMERCIAL TALENT BUDGET: $21,900
*Television Commercial Talent*
• Abby Wambach Talent/Endorsement Fee
• Women’s World Cup Local TV Sponsorship

PRODUCTION BUDGET: $7,500
• Miscellaneous Production – TV Commercials

**TOTAL NEW YORK STATE ADVERTISING/PROMOTION BUDGET:**
$875,750

(NYS FUNDING $750,000)
(NYAA FUNDING: $125,763)
Posted January 25th

In 4 days we had reached 405,586 people, received 4892 likes and had 4,571 people share the recipe.

www.facebook.com/nyapples
NYC School Video Project

35 MILLION APPLES A YEAR: NYC SCHOOLS AND STATE’S APPLE INDUSTRY RELEASE EDUCATIONAL VIDEO FOR STUDENTS, FAMILIES
more varieties. more fresh flavors.

New York Apples

WWW.NYAPPLECOUNTRY.COM
Hard Cider Table Tents
FRESH NEW YORK STATE APPLES

What your customers need to create holiday memories

New York State apple growers offer more apple varieties than any other state. So you can offer your customers more homegrown favorites to use in making and baking holiday delights. From sweet-smelling apple pies, to apple slices with cheese hors d’oeuvres... to hot spiced apple cider... or even a colorful centerpiece featuring cheerful red apples.

Make their holiday “memorable” with more NY apple choices in your produce section.
Retail Promotions
Traditional retail promotions
Bin header distribution to New York shippers
SAVE $1.00

$1 off 1 Empire or McIntosh Apples, 3 lb. bag

Expires 12/27/2015

Terms and Conditions: Limit One Coupon Per Purchase Of Product Indicated Coupon May Not Be Mechanically Reproduced, Doubled Or Combined With Any Other Offer...
Thank you to all of our guests who came to support Chef Amy and the NY Apple Association- a good time was had by all!!
Sponsored Facebook

- Reach: 246,475
- Impressions: 349,614
- Engagements: 7193
First-time participating in an “Instant Savings Booklet” program

6# New York Gala Bags

Featured online and in home mailing booklets
Stop & Shop In-Store Radio

McIntosh #1
Announcer with music under:
It’s New York Apple Harvest time, and the McIntosh apples you love are here. Just picked, juicy, and sweet with a tart tang, New York McIntosh apples are perfect for eating, pies, and salads. In the produce department now.

McIntosh #2
Announcer with music under:
Just-picked New York State McIntosh apples are here! Sweet and tangy for lunches and snacks, ideal for wonderful apple pies and applesauce, too. Visit the produce department now and get your New York McIntosh apples.
Grower Informational Services
Congress passes hard cider tax relief

FISHERS – New York’s apple industry is losing places of hard cider as the news that the U.S. Congress has approved an overhaul of how hard cider is taxed that will allow New York hard cider to be more competitive in the marketplace.

The House of Representatives passed the measure as part of the multi-related tax extenders bill approved Dec. 16, the U.S. Senate approved it on Dec. 23, all as part of a combined tax and government funding bill. The House and Senate bills included language from bills introduced in both chambers earlier this year to level the playing field regarding how hard cider is taxed relative to other alcoholic beverages such as champagne, wine and beer. Sen. Chuck Schumer, D-N.Y., had introduced the “Cider Investment and Development through Excise Tax Reduction (CIDER) Act of 2015,” with two lugubrious sponsors in May.

New York’s U.S. Rep. Chris Collin (R-N.Y.-27) had introduced similar bipartisan legislation in the House of Representatives in January with Oregon’s Rep. Earl Blumenauer. Several U.S. representatives from New York subsequently co-sponsored that House bill. Richard Hanna (R-N.Y.-24), Steve Israel (D-N.Y.-1), Chris Gibson (R-N.Y.-20) and Paul Tonko (D-N.Y.-20) at the second annual apple processing rally in the spring. New York could be the core of hard cider growth we are seeing now. With that smallable distance, our hard cider makers can sell more cider and grow their businesses — and that means our apple growers and sellers alike can celebrate cider makers,” New York Apple Association President Ann Allen said.

“Congratulate the leadership shown by the New York congressmen and delegation, our thanks to Sen. Chuck Schumer and Rep. Chris Collin in particular. Undercurrent Delaware: depending upon its alcoholic content hard cider can be taxed at some rate as wine: 15.75 per gallon — and depending upon its alcohol content can be taxed at the even higher champagne rate of 25.75 per gallon. The CIDDER Act provisions included in the tax extenders bill damage the definition of hard cider to tax it at 4.43 per gallon, equivalent to beer,” President Barack Obama signed the bill into law on Dec. 16.
**Government Affairs**

- US Apple & United Fresh Legislative actions
  - Immigration
  - Food Safety (FSMA)
  - GMO Labeling
  - Child Nutritional Act
  - SCRI Grants (Stink bug, BMSB)
  - Trade Issues-COOL (we won)
  - Antidumping Mexican (we lost)
Consumer and Nutritional Research
a. US Apple Dues, that supports $75,000 in nutritional research
b. Consumer/市场 research
c. Industry Research, Economic Impact Study
The NYAA supports and is a member of the USAEC which garners close to $1M in Market Access Funds to support export promotions.

- Canada
- Central America
- UK
- Southeast Asia
- Indonesia
- India
- China
- Israel
2015 New York Apple Association
Allocation of Expenses

- Promotions (65.00%)
- Administration (16.00%)
- U.S. Apple Association (5.00%)
- Publicity (1.00%)
- Research (3.00%)
- Communications (4.00%)
- Export Programs (3.00%)
- Operations (3.00%)
Questions?

Thank you.