Jonathan Oakes
President, New York Cider Assoc.
Owner, Steampunk Cidery
Geographic evolution millions of years ago create ideal climate, soil, weather for fruit tree growing conditions

1600s – First English settlers cultivate apple orchards making apple cider the beverage of choice for colonial America

1730s - The Prince Nursery founded in 1737 was America’s first tree nursery with Esopus Spitzenberg and Newtown Pippin

1830s - Robert Livingston Pell created one of the first modern commercial premium orchards in Esopus, NY, apples were exported to Europe.

1900s - New York State largest producer of apples

1920s – Prohibition

1933 – Repeal of prohibition; Beer is beverage of choice, barley and grain crops easily recovered, apple trees need a min. three years to fruit

2010 – Only 5 hard cider producers in NY State

2013 – Governor signs Farm Cidery License bill

2020 – Over 125 licensed hard cider producers in NY State with regional brands overtaking national brands
NYCA Founded 2015!
NYCA Mission

Cultivate the New York Cider Industry

Support producers of fermented cider and the New York cider industry in its vital role as an economic engine for agriculture, manufacturing, and tourism

• Build a market for New York cider made from New York apples
• Advocate for the New York cider industry through education, research, and communication
• Curate research and educational resources to inspire quality hard cider production
New York Cider is the leading national cider brand that garners consumers’ preference, confidence, and demand.
Membership

80 Members currently
• 80% cider producers
• 10% growers
• 10% enthusiasts/associates
• ~60 untapped

Types of Membership
- Cidery Member
- Grower Member
- Cidery in Planning
- Associate Member
- Enthusiast Member
- Preferred Partnerships
Strategic Objectives

- Market Development
- Membership Support
- Build Cidermaker Expertise
- Deepen Alliances
- Grow Agritourism
- Increase Org Staffing
Cider Week New York

- 12 year track record of success
- Thousands of consumers each year
- Replicated in states such as OR, VA and VT
- 46% increase in participation
- Added an add’l Presenting Sponsor – 1911
- Opened up Catskills Region
- Expanded Media Coverage
- NY State support
- Social Media engagement up %75
- Consumer emails 43% open rate, 10% click through rate
- Countries reached: US, Canada, Japan, Italy, UK, Spain, Germany, Australia, Brazil, France

2023 DATES

SPRING Fri, May 5 – Sun, May 14         FALL Fri, Oct 6 – Fri, Oct 15

“First two Saturdays in May, First two Saturdays in October”
NY Cider Brand Activation

Brand mark activation designed to stimulate the NY hard cider sector by introducing a recognizable seal, visuals, taglines, and content.

- Lead to an appreciation and recognition of NY cider
- Create economic and cultural value for producers, growers, and allied industries
- Increase the reach and reputation of the NY cider industry
- Elevate New York as a state producing distinctive cider from traditional cider fruit grown in New York State
- Enhance premiumization of NY cider and apple industries

“100% New York Apples!”
NY Cider Finder / Trail App for 2023
Direct to Consumer Campaign

Launched December 2021

Runs through Legislative Session 2023

• Formed the NY Craft Beverage Coalition
• Consumer Campaign to Legislators
• Press Releases
• Social Media Campaign
• NYCA Letters to Legislators
• Member of the NYSLA ABC Reform Commission
Advocacy in Albany

- Expanded support for Market Development Programming
- Education on Direct-to-Consumer Shipping Legislation
Research & Educational Highlights

• Sensory Analysis Study with Glynwood & Angry Orchard
• Grower & Producer Supply Chain Analysis Survey with Cornell
• Certified Cider Professional / Certified Pommelier Exam with ACA
Economic Impact Study 2020

- 125+ hard cider producers
- 4.2 million gallons sold
- $378 million in taxes paid
- 1.4 million cidery visits
- $279 million tourism spend
- 6,148 employed
- $520 million in wages

$1.7 billion total economic impact
For more info

2400% industry growth rate!

www.newyorkciderassociation.com
THANK YOU!