



# Jonathan Oakes

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# New York History of Cider

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

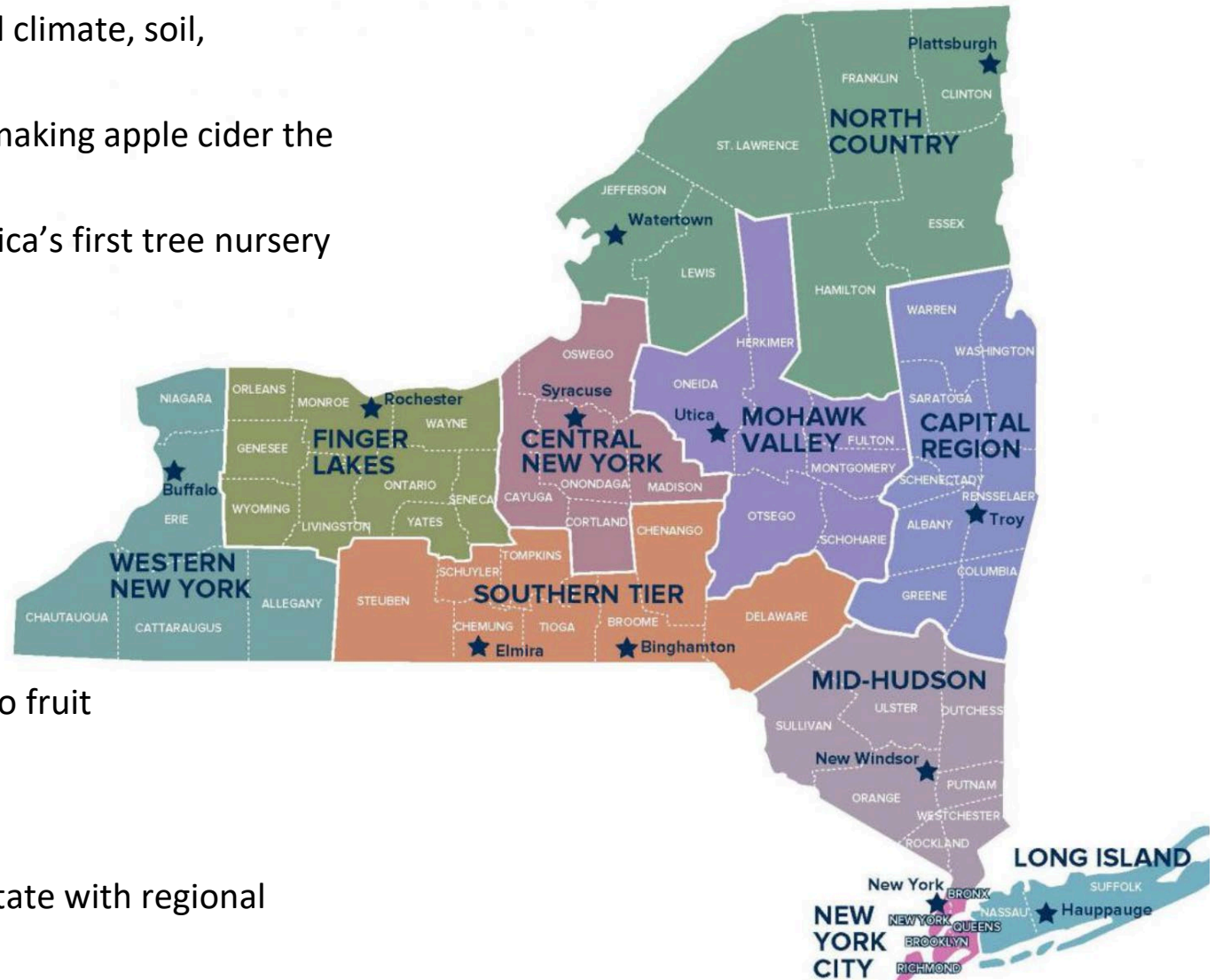
**1920s** – Prohibition

**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!

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NEW  
YORK  
CIDER  
ASSOCIATION

## 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.**



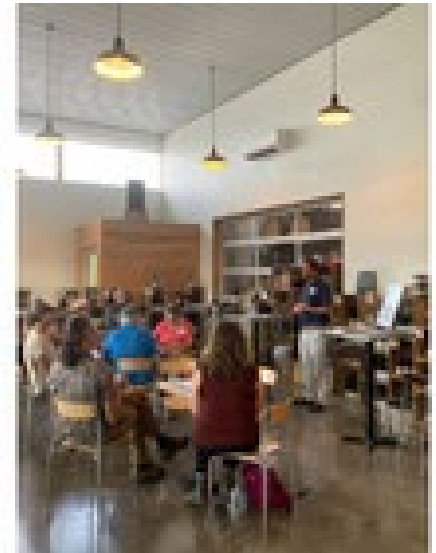
# Membership

## 80 Members currently

- 80% cider producers
- 10% growers
- 10% enthusiasts/associates
- ~60 untapped

## Types of Membership

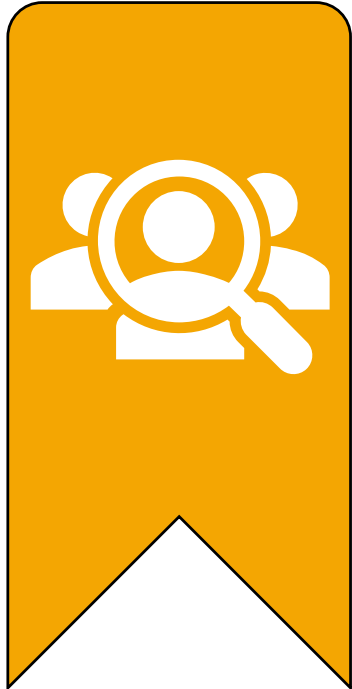
Cidery Member  
Grower Member  
Cidery in Planning  
Associate Member  
Enthusiast Member  
Preferred Partnerships



# Strategic Objectives



**MARKET  
DEVELOPMENT**



**MEMBERSHIP  
SUPPORT**



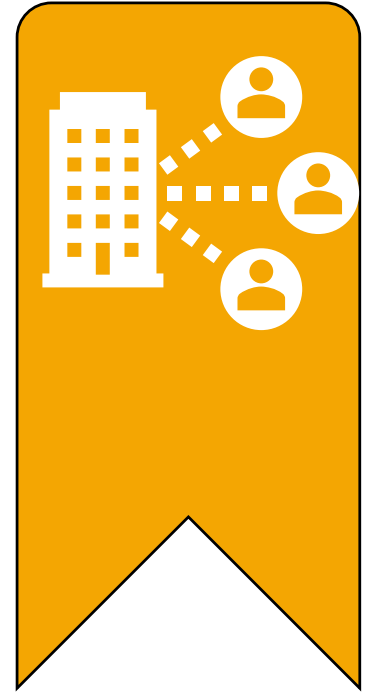
**BUILD  
CIDERMAKER  
EXPERTISE**



**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

*ny Cider Finder!*



**NEW**

*click here to try out the*  
*ny Cider Finder!*



**NEW**



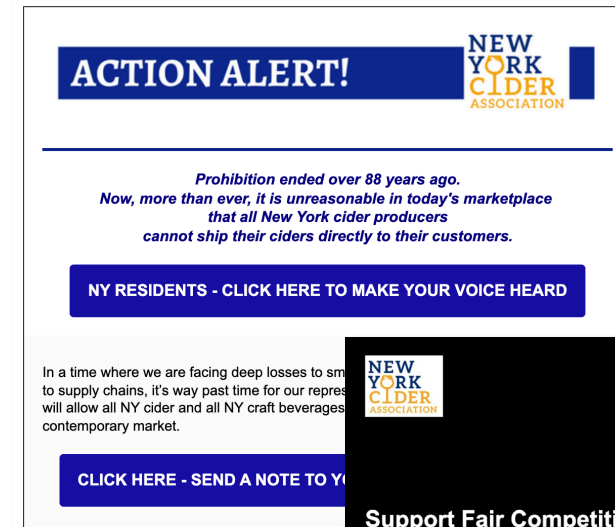
**NEW**

# 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  
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

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***2400% industry growth rate!***

**[www.newyorkciderassociation.com](http://www.newyorkciderassociation.com)**





**THANK YOU!**