

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
- (11,673 spots) 15 & 30 second spots

TOTAL COST: \$315,546

Radio (September – October 2015)

- **Markets:** Buffalo, Rochester, Syracuse, Albany,
Poughkeepsie, Burlington
- (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)***



New York Apples

Published by molly@nyapplecountry.com | January 25 at 11:36am · Victor ·

We can't resist sharing this recipe! A custard-y apple and oatmeal baked treat using honeycrisp apples! We know someone who is going to be trying this one out for the office! 😊



Amish-Style Baked Oatmeal with Apples, Raisins & Walnuts

TESTED & PERFECTED RECIPE - This baked oatmeal transforms ordinary oatmeal into something special with fruit, nuts & a lightly sweetened custard.

ONCEUPONACHEF.COM

405,586 people reached

Boost Unavailable

Like Comment Share

Rita Ammendola, Margaret Beach, Maxine Rappaport and 4,892 others like this.

4,571 shares

Promote

THIS WEEK

411,548

Post Reach

20,167

Post Engagement

1

Website Click

3 of 4

Response Rate

23 hours

Response Time

Recent

2015

2014

2013

2012

2011

2010

2009

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



On-line advertising



Buffalo.com Marketplace Jobs Cars Real Estate Rentals Classifieds Pets Bflo Magazine Brides



Login [Activate](#)

Friday, September 12, 2014

THE BUFFALO NEWS

LIFE & ARTS

[SUBSCRIBE](#)
Daily news delivered to your home or office.


City & Region Sports Business Opinion Life & Arts Gusto Deaths

SEARCH

Life & Arts

FEATURED STORY


Give paint the brush-off



Here are some ways to bring color into your rooms without reaching for the roller.

[Read more >](#)

OUT OF FRESH-PICKED NEW YORK STATE APPLES!



Abby Wambach
Soccer legend & NY apple lover

ORCHARD LOCATOR RECIPES VIDEOS

STAY INFORMED

Alerts
Text message notifications of news happening now.
[Sign up](#)

Newsletters
The top stories from your favorite sections delivered to your inbox.
[Sign up](#)

LATEST HEADLINES

Jeff Simon: Could TV's ... 97 Rock's Larry Norton helps make wishes come true



NYC School Video Project

***35 MILLION APPLES A YEAR: NYC SCHOOLS
AND STATE'S APPLE INDUSTRY RELEASE
EDUCATIONAL VIDEO FOR STUDENTS, FAMILIES***





WWW.NYAPPLECOUNTRY.COM



Home - New York Apple C x
www.nyapplecountry.com

HOME | INDUSTRY | CONTACT | Select Language | Search the site

APPLE COUNTRY
NEW YORK STATE
Millions of local branches near you

ABOUT | FIND APPLES / EVENTS | VARIETIES | RECIPES | NUTRITION | PRESS ROOM

MAKE HEALTHY NEW YEARS RESOLUTIONS

Apples make it easy to resolve to live healthier.

LEARN MORE ▶

FRESHER, FASTER, LOCAL APPLES

New York apples are grown nearby, so they get to you faster and fresher. Buy local and support your

FIND FRESH NEW YORK STATE APPLES AND CIDER

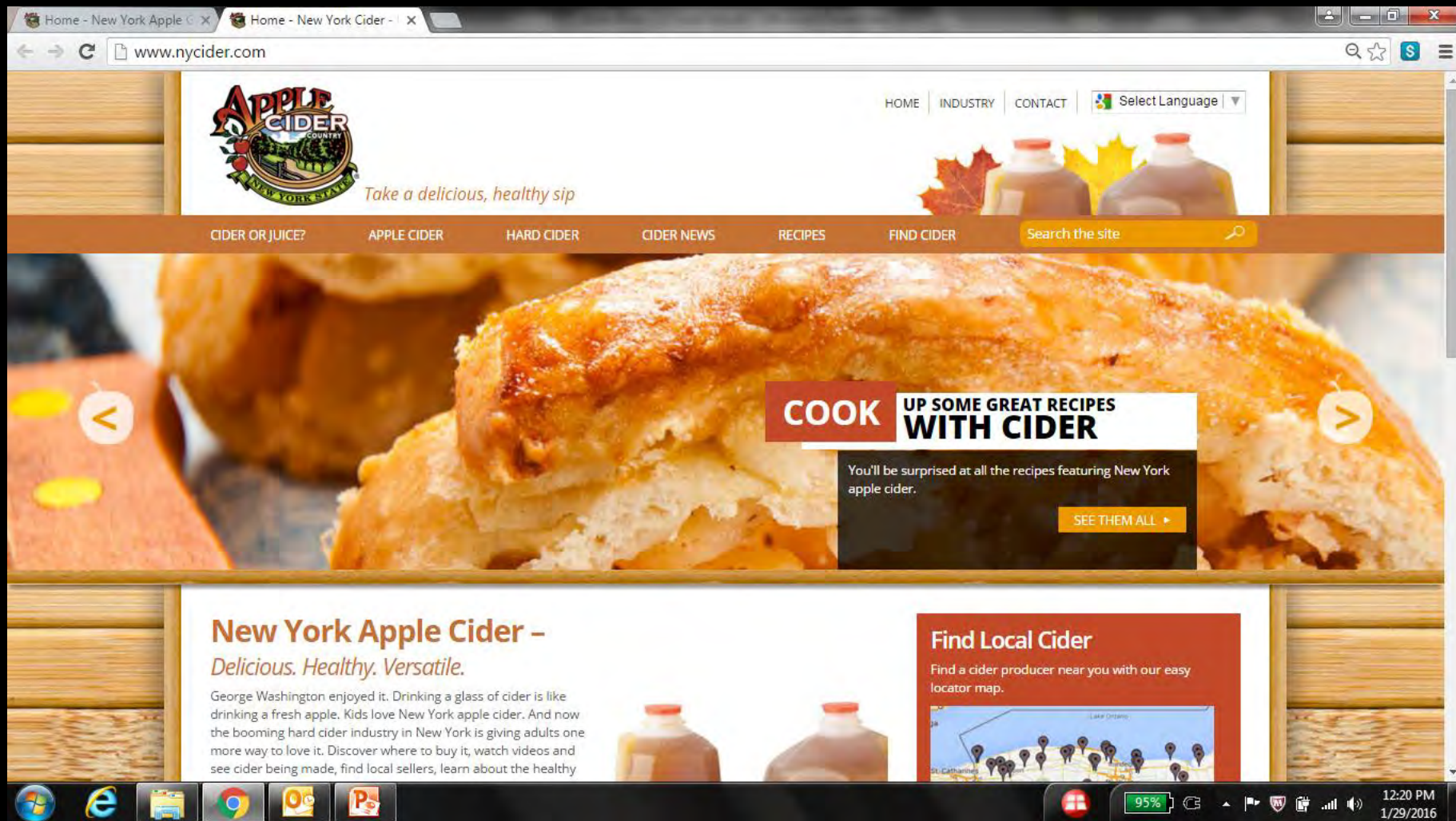
Our handy locator can help you find farm markets, pick-you-own orchards,

Watertown | Ogdensburg | Plattsburgh | Glens Falls

95% 12:19 PM 1/29/2016

www.nyapplecountry.com





www.nycider.com



Hard Cider Table Tents





FRESH NEW YORK STATE APPLES

What your customers need
to create holiday

Mmm 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 "mmmemorable" with more NY apple choices in your produce section.



WWW.NYAPPLECOUNTRY.COM





Retail Promotions



Traditional retail promotions



FREE LOCK

99¢ lb.

Fresh Picked Apples
Assorted Varieties, Tote Bag,
A Great Low Calorie Snack
that is High in Fiber

\$2.99
on
Marzetti
Apple Dip
Assorted Varieties,
10.5 oz. jar

\$1.29 lb.

Fresh NY Bulk Apples
Assorted Varieties, Excluding Honeycrisp and Sweetango

\$2.99

Fresh Bagged NY Apples
Extra Fancy, Assorted Varieties
of NY Apples, 3 lb. bag

75¢ **Coupon**

\$1.99

Honeycrisp or Sweetango Apples
Enjoy a Honeycrisp Apple,
Sweet & Crisp, Great for Pies
and Eating, or a Sweetango,
Sweet with a Lively Touch of Citrus,
Tart & Spicy.

2 for \$4

Seneca Crispy Apple Chips
Culinary & Trans-Fat Free, Available
in 5 Varieties, 2.5-3 oz. pkg.

PICK THE PERFECT Apple!

LET TOPS HELP YOU PICK THE PERFECT APPLE FOR EVERY OCCASION...

<p>EMPIRE AVAILABLE MID-SEPTEMBER</p> <ul style="list-style-type: none"> Tasty blend of sweet and tart Ideal for eating and baking 	<p>CORTLAND AVAILABLE MID-SEPTEMBER</p> <ul style="list-style-type: none"> Sweet with a hint of tartness Good for salads Stays white longer
<p>SNAPDRAGON® (NEW) AVAILABLE LATE SEPTEMBER-NOVEMBER</p> <ul style="list-style-type: none"> Extra sweet and juicy Crispy texture Best for eating, salads & recipes 	<p>FUJI AVAILABLE MID-OCTOBER</p> <ul style="list-style-type: none"> Sweet, juicy and extremely crisp Excellent apple for fresh eating
<p>GALA AVAILABLE EARLY SEPTEMBER</p> <ul style="list-style-type: none"> Sweet and juicy Great for eating and salads 	<p>HONEYCRISP AVAILABLE MID-SEPTEMBER</p> <ul style="list-style-type: none"> Sweet and crisp Great for pies and fresh eating
<p>McINTOSH AVAILABLE EARLY SEPTEMBER</p> <ul style="list-style-type: none"> Sweet and juicy with a tart tang A classic eating apple 	<p>MACOUN AVAILABLE LATE SEPTEMBER</p> <ul style="list-style-type: none"> Extra sweet with a mild, tart taste Great for fresh eating and pies
<p>RED DELICIOUS AVAILABLE EARLY OCTOBER</p> <ul style="list-style-type: none"> Extra sweet flavor Excellent for eating and salads 	

CHECK US OUT ON TOPSMARKETS.COM FOR DELICIOUS APPLE RECIPES!

U.S. #1 New York Grown Red or Golden Delicious Apples

\$2.48

3 lb. bag

apples

U.S. #1 Apples

Red Delicious, Empire, Gala, Ida Red

78¢ lb.

TOPS IS APPLE COUNTRY!

BUY ONE GET ONE FREE

FRESH Apple Cider
Bottled by Meyer Brothers, Half Gallon Size



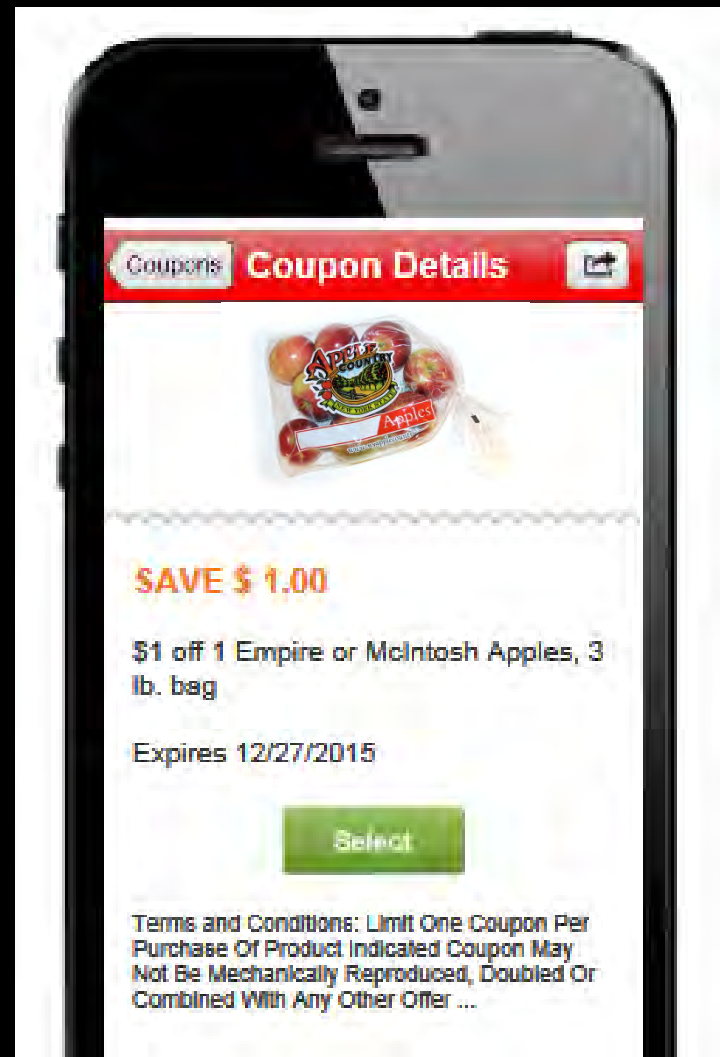
Bin header distribution to New York shippers



64239 #3803 SHERBURNE BIG M
31 NORTH MAIN STREET
SHERBURNE, NY 13460









Molly Home

Remke Markets added 3 new photos.
14 hrs · Edited · *

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!!





Price Chopper Supermarkets ✓

Written by Megan Finin [?] · November 11 at 4:18pm · 🌐

Save \$1 on ONE Price Chopper Gallon Apple Cider!



AdvantEdge e-Coupons

WWW.PRICECHOPPER.COM



Price Chopper Supermarkets ✓

Published by Megan Finin [?] · October 14 · 🌐

New York Apples is sharing their tips for baking with apples! Whether you're trying to make the perfect apple pie or simpler apple baked treats, these apple tips will ensure perfection! <http://ow.ly/Tol8A>



Fall Back into Baking with Apples

Written by Molly Zingler, New York Apple Association With so many great-tasting apple varieties available this time of year, it is possible to snack on a different flavor every day for weeks – if n...

PRICECHOPPERBLOG.COM

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 on-line and in home mailing booklets

samsclub.com/sams/gala-apple-6lb/prod17740250.ip

Auctions Services Sam's Club Credit Easy Reorder Shocking Values Join or Renew Club Locator My Club: Henrietta, NY My lists

Sam's Club Business Center NEW Search My Account Sign in Register





\$1.50 off with Instant Savings
Offer ends November 20

Compare at \$6.98 **\$5.48**
Instant Savings -\$1.50

Qty **Pick up in Club**

Free Pickup
Ready as soon as Tomorrow
Henrietta, NY Club [Change](#)

[Add to list](#)

Delivery estimates, taxes, and fees are based on ZIP Code. Club Pickup orders are based on your club's current price and item availability on the day of payment.





publix[®]




SAVE \$1.00


**Save \$1.00 on any ONE (1)
US Extra Fancy Empire 3lb
Bagged Apples (NY)**

Exp. Date: Nov-20-2015

Min. Purchase: 1

*Actual offer design may vary.

 Clone Offer

 Edit Offer



SAVE \$1.50


**Save \$1.50 on US Extra
Fancy McIntosh Apples (NY)**

Exp. Date: Mar-05-2016

Min. Purchase: 1

*Actual offer design may vary.

 Clone Offer

 Edit Offer





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





Your AMO assessments fund all of the activities of the New York Apple Association, helping to encourage profitable growing and marketing of New York apples. Stories and photos with this logo specifically highlight how your AMO dollars are being put to work for you.

Inside:
Former Ag Commissioner talks to NYAA Board.

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CORE REPORT®

Official Newspaper of the New York Apple Association

Volume 4, Issue 8

January 2016



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Consumer praises New York apples in letter to state.

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Digital coupons aid promotion of state's apple crop.

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Paul Baker on the math of minimum wage increase proposal.

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Busy agendas for 2016 Winter Fruit Snooks.

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Kind bars do cross-promotional events with New York apples.

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NYAA brings Dr. Desmond O'Rourke to speak at January's Producers Expo.

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EPA taking aim at popular insecticide.

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NYAA, PFI Director summarizes 2015 activities.

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Congress passes hard cider tax relief

FISHERS — New York's apple industry is raising glasses of hard cider to toast the news that the U.S. Congress has approved an overhaul of how hard cider is taxed that will allow New York hard ciders to be more competitive in the marketplace.

The U.S. House of Representatives passed the measure as part of the so-called tax extenders bill approved Dec. 17; the U.S. Senate approved it on Dec. 18 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 five bipartisan cosponsors in May.

New York's U.S. Rep. Chris Collins (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 cosponsored that House bill. Richard Hanna (R-N.Y.-22), Sean Patrick Maloney (D-N.Y.-18), Charles Rangel (D-N.Y.-13), Elise Stefanik (R-N.Y.-21) and Paul Tonko (D-N.Y.-20).

"As the second-largest apple producing state in the country, New York should be the core of hard cider boom we are seeing now. With this sensible change, our hard cider makers can sell more cider and grow their businesses — and that means our apple growers can sell more apples to those cider makers," New York Apple Association President Jim Allen said.

"Cheers to the leadership shown by the New York congressional delegation, our thanks to Sen. Chuck Schumer and Rep. Chris Collins in particular."

Under current federal law, depending upon its alcoholic content hard cider can be taxed at same rate as wine, \$1.07 per gallon — and depending upon its carbonation, it can be taxed at the even higher champagne rate of \$9.39 per gallon. The CIDER Act provision included in the tax extender bill changes the definition of hard cider to tax it at \$.23 per gallon, equivalent to beer.

President Barack Obama signed the bill into law on Dec. 18.



A Sweet Choice? Or A Hard Decision?

The toughest New York cider is to decide how because it's New York apple based. New York grows the apple varieties used to produce the best sweet and hard ciders anywhere. And there are so many ways you can enjoy both by making a sweet choice or a hard decision. Including:

- Pick up pre-mixed, delicious, and healthy sweetened or unsweetened hard cider at the local apple store or from a local grower.
- Take a walk, visit, or make trip to a hard cider production facility or cider mill.
- Get great organic tasting New York apple cider.
- Enjoy the benefits of a hard cider or a hard cider at a local cider house, restaurant, or bar.
- Discover your favorite hard cider.

You can find about these and all other cider, including our family hard cider, on our website: www.nyapplecountry.com



New York Apple Association marketing efforts have been actively supporting cider makers through things like print advertisements (above) and table tents (below).



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/ market research
- c. Industry Research, Economic Impact Study



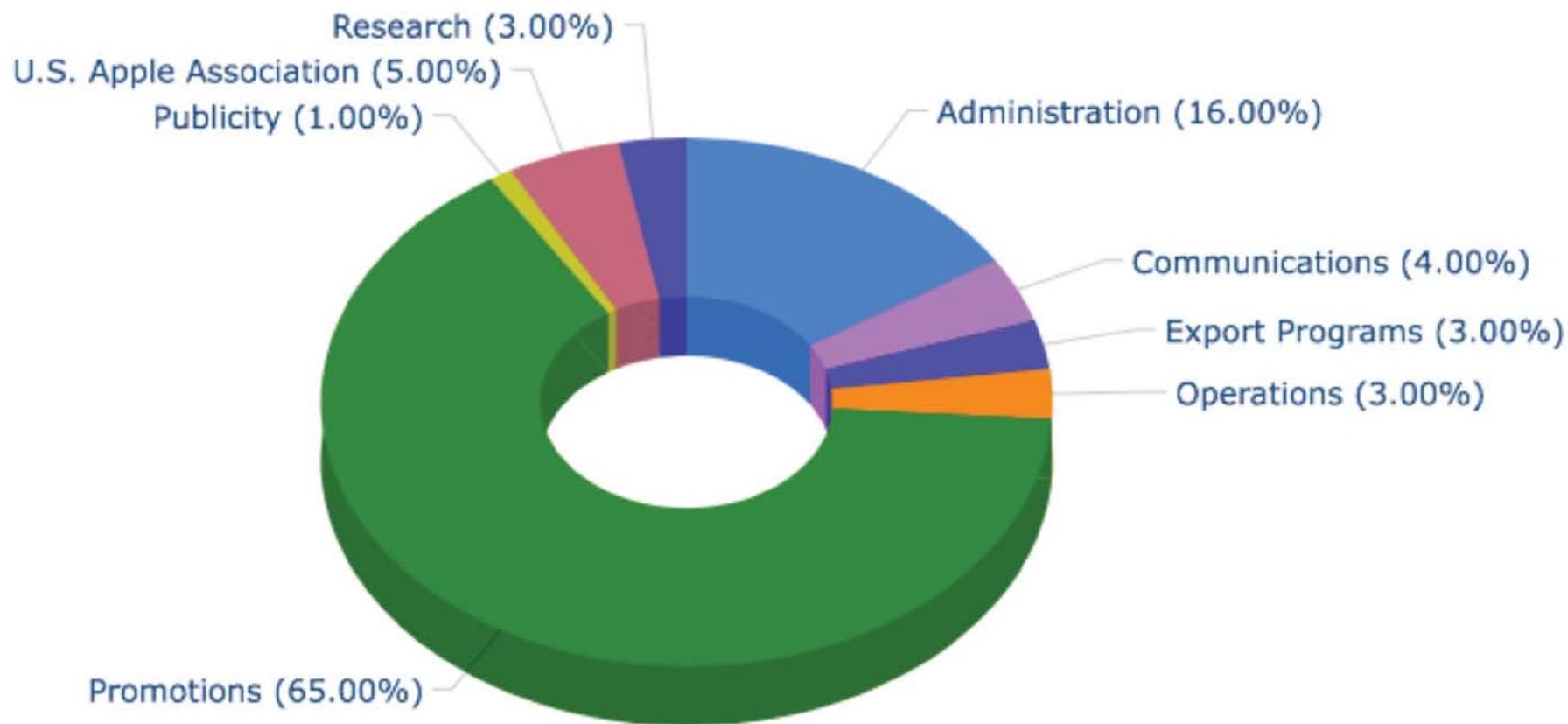


The NYAA supports and is a member of the **USAEC** which garners close to \$1M in Market Access Funds to support export promotions.

- Canada
- Central America
- UK
- Southeast Asia
- Indonesia
- India
- China
- Israel



2015 New York Apple Association Allocation of Expenses



Questions?

Thank you.

