

Attention Apple Growers and Hard Cider Producers!

NY Apples and Hard Cider Classifieds has been launched due to interest from the industry. The idea to create a classifieds for apple growers and hard cider producers came from industry feedback that “connecting” or starting business between apple growers and hard cideries has been challenging. For a couple years the Finger Lakes grape industry has utilized an online classified platform for growers and wineries to post ads of products for sale and for purchase. The classifieds has been very successful and helpful to the industry.

While this new apple and hard cider classifieds purpose is to connect apple growers and cideries the site is not exclusive to growers and hard cider producers conducting business. The site can also be used for grower to grower business and cidery to cidery business. As an example if you are an apple grower and have apple bins for sale this site is perfect to connect with other apple growers. If you are a cidery and would like to purchase bulk hard cider from another hard cider producer you can post an ad for other producers to see.

The web-site is straight forward and fairly intuitive. However, here are the basic steps to get started.

To use the site for posting or responding to ads follow these steps first:

1. Open the website – www.nyahcclassifieds.com
2. Setup an account.
3. Post an Ad
 - a. – Click post ad button. Fill-out required information and post. Note: There is a prompt for price. If you don’t want to list a price – type in a zero (0).
4. Manage Ads
 - a. To view ads that you have placed in the past and any replies to them, click the manage ads tab.

Responding to Ad (two options)

1. You can “Leave a Reply”. This is a public reply as others can see your comments or questions.
2. Or you can “Contact” the placer of the ad. This will send a private reply via email to the advertiser.

There are seven main categories to post ads and within each category there is a “for sale” and for “purchase option”:

- Apples
- Bulk Juice/Cider
- Cider Equipment and Supplies
- Orchard Equipment, Supplies and Bins
- Services: Looking for services or providing services
- Trees
- Help Wanted: Paid positions and internships

If you have questions or need assistance navigating the site contact the site administrator Matt Wells at maw377@cornell.edu.

