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)
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

www.facebook.com/nyapples

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
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

George Washington enjoyed it. Drinking a glass of cider is like drinking a fresh apple. Kids love New York apple cider. And now the booming hard cider industry in New York is giving adults one more way to love it. Discover where to buy it, watch videos and see cider being made, find local sellers, learn about the healthy

www.nycider.com
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.

WWW.NYAPPLECOUNTRY.COM
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 on-line 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.
Congress passes hard cider tax relief

In this issue

Consumer allergies New York apples in letter to state. — Page 2
Digital coupons and promotion of state’s apple crop — Page 3
Paul Baker on the march of minimum wage increase proposal — Page 4
Busy agendas for 2016 Winter Fruit Show — Page 6

FISHERS — New York’s apple industry is waiting on invitations from hard cider brewers to attend the news that the U.S. Congress has approved an overall cut of how hard cider is taxed that will allow New York hard ciderers 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 last year, the U.S. Senate approved it on Dec. 11 as part of a combination tax and government spending 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 Entrepreneurial Tax Incentives (CIDETI) Act of 2015,” with Congressional sponsors in May.


At the second-annual apple producer’s forum in the spring, New York should the state of hard cider be moving too, with funding available for hard cider producers to sell more cider and grow their businesses — and that more apple growers can sell more cider to those cider makers. New York Apple Association President Jim Allen said, “The leadership shown by the New York региона delegation was helpful for us. We’re not a wine state, and Rep. Chris Collins in particular.”

Cider is taxable at a rate depending on its alcoholic content. Hard cider can be taxed at state rate as wine, at 2.75 per gallon — and depending upon its alcohol content, it can be taxed at the even higher champagne rate of $7.00 per gallon. The CIDETI Act, passed in 2015, changed the definition of hard cider to tax it at $2.75 per gallon, equivalent to beer.

President Barack Obama signed the bill into law on Dec. 11.
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

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

Thank you.