New York State apple growers are a connected, multigenerational community that cares about continuing their family legacies. Since the early 20th century, they have produced apples that are superior in taste and bring health and wellness to people’s daily lives.

Representing more than 600 growers, six regions and more than 50,000 acres, New York Apple Association (NYAA) started in 1994 when groups of apple growers from eastern and western New York united to support the New York State apple industry.

The NYAA Board of Directors is made up of 15 growers from across the state. Directors are elected to three-year terms by growers in their district and can serve two terms.

NYAA MANAGES A RANGE OF PROGRAMS TO SUPPORT THE NEW YORK APPLE INDUSTRY, INCLUDING:

- Promoting demand for New York State-produced and -packed apples and apple products through promotional and educational work with retailers, handlers, consumers, processors and others.
- Representing members’ point of view to buyers, the public, and state and federal legislative and regulatory entities.
- Coordinating and performing agricultural and market research activities.
- Cooperating with similar associations or agencies in performing any of the above purposes, and any and all things that affect the mutual interests of the New York State apple industry.

New York Apple Association

OVERVIEW

MISSION

To support and protect member growers and the industry by marketing, promoting and educating consumers, trade and agencies about the benefits of New York-grown apples and processed apple products to maximize sales and return on investment, and create positive consumer, agency and trade engagement.

VISION

To be the face and voice of the New York State apple industry, leading with positive messaging and representing the brand that is Apples from New York™.

LOCATOR MAP

Find a farm market, orchard or apple cidery near you by using the handy locator map at applesfromny.com

585.924.2171
applesfromny.com
New York is the second-largest apple producing state in the country. (Washington is first, Michigan ranks third, and Pennsylvania and California round out the top 5.)

About 53% of all New York apples are sold fresh and ready to eat, while 47% are processed into juice, cider, canned products and other processed apple products.

The average New York apple harvest is about 29.5 million bushels (1.2 billion pounds) per year.

The New York apple industry contributes $1.3 billion in total economic output, provides more than 8,000 jobs and produces nearly $4 million in gross domestic product to New York State's economy.

Since 1959, commercial New York State apple growers have paid an assessment to promote New York State apples and apple products, provide grower communications and conduct consumer research.

Assessments are collected by the New York State Department of Agriculture and Markets (NYSDAM).

Since 1994, NYSDAM has contracted with NYAA, which expends AMO funds on the industry’s behalf.

The Commissioner of Agriculture appoints an Apple Marketing Order (AMO) advisory board of state apple growers, packers and storage operators to advise NYSDAM on how to contract AMO funds each year.

HISTORY

1950

The Western New York Apple Growers Association (WNYAGA) is formed by growers to promote apples from that region.

1959

New York State apple growers vote to create the first mandatory state Apple Marketing Order (AMO).

1994

Eastern New York growers and WNYAGA unite to create the New York Apple Association (NYAA).

ABOUT THE APPLE MARKETING ORDER (AMO)

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The science of apple growing is called pomology. Apples are a member of the rose family of plants, along with pears, peaches, plums and cherries. Apples come in all shades of red, green and yellow. Most apple blossoms are pink when they open, but gradually transition to white. It takes the energy from 50 leaves to produce one apple. 25% of an apple’s volume is air—that’s why they float.

A large-sized apple has just 130 calories. Apples have no added sugar and are free of cholesterol, fat, saturated fat and sodium. Apples are a good source of fiber—one large apple contains 5 grams of fiber. Americans eat an average of 44 pounds of apples per person each year—and the per-person consumption of apple juice and cider is 22.3 pounds. The world’s largest apple peel was created by 16-year-old Kathy Wafler Madison on October 16, 1976, in Rochester, NY. It was 172 feet, 4 inches long.

Archeologists have found evidence that humans have been enjoying apples since 6500 BC. Pilgrims planted the first US apple trees in the Massachusetts Bay Colony. One of George Washington’s hobbies was pruning his apple trees. In 1730, the first apple nursery was opened in Flushing, NY. Newtown Pippin apples were the first apples exported from America in 1768—some were sent to Benjamin Franklin in London.

Apples are the second most valuable fruit grown in the US, Oranges are the first. More than 7,500 apple varieties have been identified worldwide. More than 2,500 varieties are grown in the US, 100 of which are grown for commercial sale. Apples are grown commercially in 36 states. The largest US apple crop was 277.3 million bushels, harvested in 1998. Apple trees can be grown farther north than other fruit trees because they bloom late in spring, minimizing the chance of frost damage. A standard-size apple tree starts bearing fruit 8-10 years after it’s planted. A dwarf tree starts bearing in 3-5 years. A peck of apples weighs 10.5 pounds. A bushel of apples weighs 42 pounds and will yield 20-24 quarts of applesauce. It takes about 36 apples to create one gallon of apple cider. Most apples are still picked by hand. Varieties born in New York: Empire, Fortune, Jonagold, Jonamac, Paula Red, Rubyfrost™ and Snapdragon™.
APPLE FAQS

WHAT ARE SOME INNOVATIONS IN APPLE GROWING?

- Integrated pest management (IPM) is a method of managing pests that combines different types of pest-control methods—biological, cultural, chemical and mechanical. Under an IPM program, pesticides are used only when warranted. When pesticides are used, growers are required by law to follow the manufacturer’s strict instructions for the pesticide’s use.

- Today’s planting systems use trellises to support and train trees. This allows more sunlight to get to the fruit, producing better-colored, more flavorful apples.

- Commercial growers are transitioning from standard-sized apple trees to compact dwarf and semi-dwarf rootstock. This allows more trees to be planted per acre (aka tree density) and yields more fruit per acre. These trees also reach fruit-bearing age faster.

HOW ARE NEW YORK STATE APPLES GROWN?

We are proud of our apples and the 600 growers who care for them—growers who have passed down time-honored farming practices from generation to generation while continuing to innovate and advance the art of farming. Our rich glacial soil—harmonizing with warm sunny days, chilly nights and abundant water resources—makes New York apples distinctly flavorful. Hand-picked from the tree, New York apples are famous for their great taste, which makes this versatile fruit great for cooking, baking, snacking, dipping, cider-making and more.

HOW ARE NEW YORK STATE APPLES PACKED AND STORED?

New York apple packers and shippers use cutting-edge technology to grade, pack and store their fruit. Apples are graded for packing according to standards set by the U.S. Department of Agriculture. Grades include US Extra Fancy (the top grade), US Fancy and US #1. New York is the forerunner for using the new grading and packing technologies, including electronic fruit sizing, color grading and quality grading. Apples are stored in either short-term refrigerated storage or modified controlled atmosphere storage (CA storage).

WHAT IS CONTROLLED ATMOSPHERE (CA) STORAGE?

Apples sold a few months after harvest are often stored in CA storage. Pioneered in New York State, CA is a non-chemical process that slows down apple ripening. Temperatures are typically kept at 32-36°F and the temperature is set according to the variety of the fruit. A great amount of research is done to determine the ideal temperature the rooms should be held at to achieve the best quality for each variety.

WHY ARE THERE STICKERS ON APPLES?

Apple packing houses adhere small labels called PLUs (price look-ups) on each fruit sold in bulk at grocery stores. The numbers on the stickers identify the apple variety and where it originated. They also make it easier to scan and track information at the cash register.
WHY ARE APPLES WAXED?
Waxing apples maintains freshness. This wax replaces the natural wax that is removed when apples are washed at packing houses. Food-grade waxes are applied that are approved and perfectly safe to eat.

HOW ARE APPLES PACKAGED?
Local roadside stands often display their apples in 1/2 baskets or in paper or poly totes with convenient handles. Grocery stores merchandise apples either bulk; in 3lb, 5lb, 8lb or 10lb poly bags; or in 2lb or 3lb convenient pouches. Most bagged apples will be 2.5-3 inches in diameter, and most loose apples on display are at least 3.25 inches in diameter. In both cases, commercial apples must meet USDA-grade standards. Smaller apples have gained popularity, as well.

WHY DO APPLES BROWN?
According to Dr. Susan Brown, apple breeder at Cornell University, cut apples brown in response to the “injury” of being cut. The degree to which a variety browns depends upon the variety’s natural levels of polyphenoloxidase (PPO) and vitamin C (ascorbic acid). The lower the level of PPO, the less the variety browns. The higher the level of vitamin C, the less the variety browns. (Note that the difference in vitamin C content across varieties is not significant enough to affect nutrition.) Coating apple cuts, slices and dices with a solution of equal parts vitamin C-rich lemon juice and water discourages the browning process. Alternatively, 100% apple juice with vitamin C added can be used.

HOW DO I PROPERLY STORE APPLES?
The best place to store apples is the fruit and vegetable climate-controlled crisper drawer in the refrigerator. Apples, like many fruits and vegetables, continue to ripen even after they’re picked. This is due to their production of natural ethylene gas. While keeping apples on the counter is a beautiful idea to promote healthy snacking, they will keep fresh longer when refrigerated. Apples stored in the fridge can have a lifespan of multiple weeks and, depending on the variety, even months.

ARE NEW YORK APPLES GENETICALLY MODIFIED (GMO)?
No. New York apple growers continue to harvest apples that are not genetically engineered.
Cynthia Haskins joined the New York Apple Association (NYAA) as president and CEO in January 2017, bringing extensive experience in marketing, market development, management and government relations. Her responsibilities include administration, promotion and communications, grower education, market research, and public and government relations. She oversees a $3 million annual budget and a staff of four.

The NYAA and Haskins have been recognized for several awards: In 2018, the NYAA won Business of the Year from the New York State Agricultural Society. More recently, in 2019, Haskins was the recipient of the Rochester Business Journal’s Women of Excellence Award, and the NYAA won a Telly Award in the Business-to-Consumer local TV category for its brand TV commercial, as well as a PRism Award from the Public Relations Society of America in the Media Relations nonprofit category for a Fall Recipe Contest.

With a Bachelor of Arts in management from the University of Phoenix, Haskins has more than 35 years of experience working with growers on a local, national and global scale in marketing and sales, as well as industry development in the private and public sectors. Before joining NYAA, she managed business development for Illinois Farm Bureau, where she worked with producers to expand production, marketing and distribution to meet growing consumer demand for local and regional foods. She also worked on food safety issues for the organization and industry.

She previously served as president of Northern Plains Valley Potato Growers Association, where she led marketing, legislative and environmental initiatives. Haskins also worked as western/regional brand manager for The Oppenheimer Group, foodservice marketing regional manager for Washington Apple Commission, and general manager for a produce division of Continental Food Service/Sysco. She also worked for Sunkist, Dole and Missouri Department of Agriculture, and consulted for nonprofits, a regional grocery retailer, farmers and farmer groups, and others.