



PENNSYLVANIA APPLE MARKETING PROGRAM 2014 YEAR IN REVIEW

Mid-Atlantic Fruit & Vegetable Growers
Convention

Hershey, PA | January 27 - 29



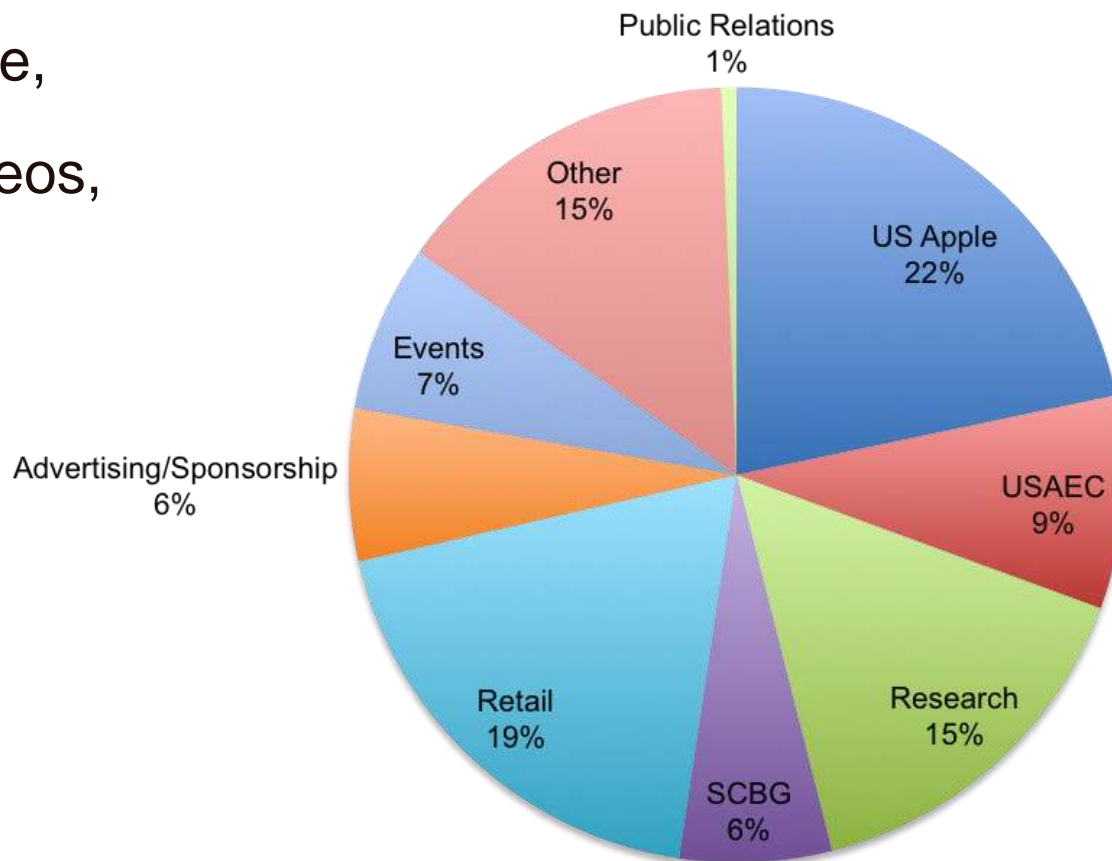
**A look back at 2014
accomplishments.**

Budget Breakdown

Events: PMA &
Farm Show

Other: Website,
Marketing
Collateral, Videos,
Donations

Marketing/Promotion & Research





IN-STATE & NATIONAL INDUSTRY RELATIONS AND SUPPORT



SHAP

- Ex-officio board member
 - REST and Research Committees
- Work closely with SHAP & Adams County Fruit growers on various components of Farm Show planning
- Redesigned the SHAP logo
- Sponsor MAFVG banquet
- Committed funding to the FREC housing project

PAMP Contributed **\$71,317** in Research Funding to SHAP

Re-introducing of IPM Principles into Management Programs for Brown Marmorated Stink Bug and Other Fruit Pests (New – Year 1 of 2)

G. Krawczyck - \$25,243.00

Cropload and Fruit Nutrient Studies in Commercial Honeycrisp Orchards to Determine Best Practices for Minimizing Bitter Pit (Continuing – Year 2 of 3)

J.R. Schupp - \$9,884.00

Stored Carbohydrates as a Factor in Thinning Efficacy Based on the Carbon Balance Model (New – 1 Year)

E. Lavelly - \$10,053.00

Evaluating Fungal Plant Pathogens Causing Apple Fruit Rot Pre-and Post-harvest to Determine Effective Decay Management Strategies (New – Year 1 of 2)

K. Peter - \$18,700.00

Investigating Forced Heated Air Treatments as a Blossom Thinning Strategy of Apple (New – 1 Year)

T. Kon - \$7,437.00



US Apple

- US Apple constantly works on the industry's behalf on legislative and regulatory issues and arms state organizations with facts and tools to respond
- Serve on the education committee
 - Served on the logo redesign sub-committee
 - Participate in education committee initiatives
 - 28 Days of Apples
 - Supplemental PR Campaign
- Young growers from our state participate in the Young Apple Leader Program each year
 - **Congratulations 2015 YAL Class:** Patrick O'Hara, OHF Orchards; Peter Wolf, Rice Fruit; David Benner II, El Vista Orchards; Karen Druschel, Dawson's Orchards



US Apple Export Council

- USAEC is maintaining existing international markets and analyzing potential new markets by working with MAP partners in key markets
- USAEC staff and board works in concert with other industry organizations on critical industry issues (ex. China Access, listeria outbreak/recall & the impact on exports)
- State association leaders are actively involved in committees to advance USAEC business

PA Cider Guild

- PA Cider Guild was incorporated in 2014
- 12 producer members
- 5 enthusiast members
- Currently chaired by Hank Frecon of Frecon Farms & Cidery
- Currently taking board member/officer nominations



PACiderGuild.org
[Facebook/PACiderGuild](https://www.facebook.com/PACiderGuild)
[Twitter/PACiderGuild](https://twitter.com/PACiderGuild)



PUBLIC RELATIONS & SOCIAL MEDIA



Media Relations

2014 GOAL: More pro-active media engagement

- Implemented Cision PR database
- Releases during season: 4, plus 2 localized US Apple releases

2014 Media Coverage:

- WITF/NPR – Taped interview
- Pennlive (3)
- HallowedGround.org: *The Juncture Blog* – Guest Blog Post
- The Dish: Q&A
- Produce Business
- Lancaster Farming
- The Packer (2)
- LehighValley.com
- Reading Eagle
- Republican Herald
- ABC 27: *Good Day PA* – Studio appearance



Social Media

- Still actively using Twitter, LinkedIn company pages, Pinterest and Facebook
- Facebook has been our most effective tool:
 - Significant growth
 - Started the page in August of 2013
 - Now up to 6,864 followers
 - Now posting multiple times per week
 - Largely organic growth
 - Only paid advertising:
 - Farm Show
 - Apple Blossom Festival (boosted post)
 - National Food Day (boosted post)
- **Please repurpose our content!**

Social Media

- Participant in the US Apple supplemental PR campaign
 - Three campaigns to date
 - Dec: DIY Apple Gifts
 - Jan: 2015 Healthy Resolutions
 - Feb: 2015 Heart Health Month
 - US Apple provides complete tool kit
 - Intended to regionally share national messaging





ADVERTISING & PROMOTION



Retail Promotion

- Worked directly with retailers to offer tailored incentive programs to promote PA & Eastern apples
 - Programs in place with 10 national and regional retail chains
 - Program examples: Case rebates based on volume, POS support, demo programs, ad allowances, content sharing
 - Supported 3 demo programs during the Fall
- Initiated quarterly Retail Forums with wholesale suppliers to discuss market opportunities and challenges

Retail Promotion

- Eastern Apples Branding & POS
 - Fall 2013 – Eastern Apples Retail Display Bins
 - Fall 2014 – Eastern Apples Tri-Wall Bin
- New Messaging emphasizes family orchards, locally grown
- Branding will continue to be refined and implemented in 2015 with an official rollout at the PMA Fresh Summit



Billboard Campaign

- Expanded state-wide billboard campaign
- Rotating 4-month campaign; partially sponsored by PA Preferred



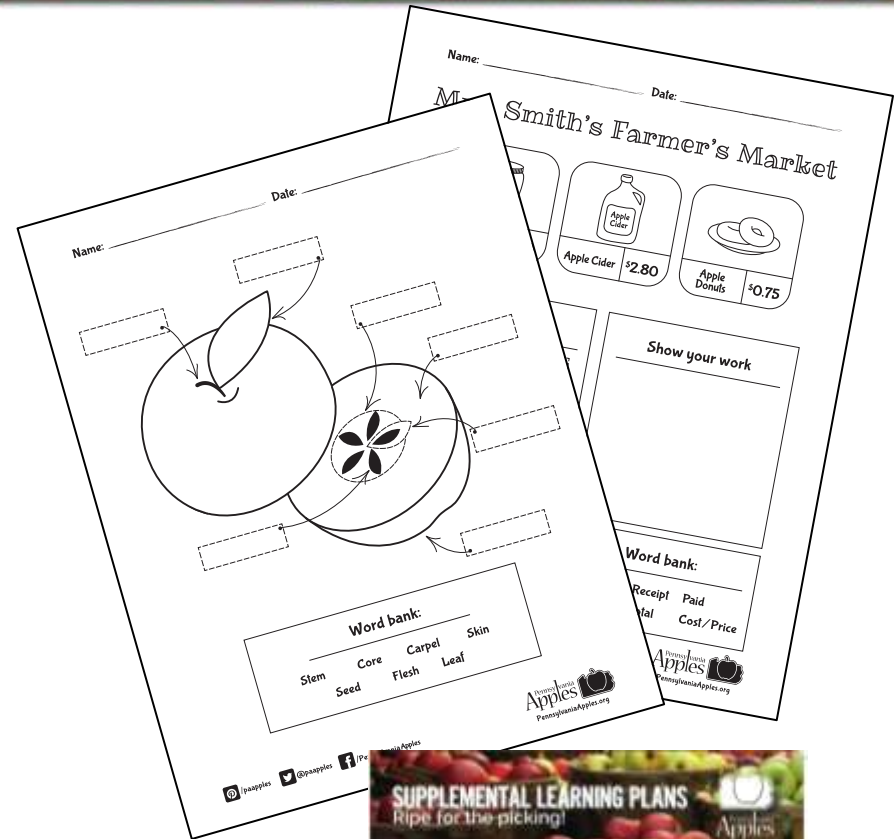
Advertising

- Selectively ran print and online advertising
 - *Produce News* – Eastern Apples Issues & PMA
 - Farm Show Visitors Guide
 - Facebook
- Ran 1 targeted 3-week harvest radio spot with WXPB in Central PA & Philly markets with PA Preferred



Marketing Resources

- New resources introduced in 2014
 - 4 new videos; Harvest, Packing House, Pruning and an educational video for kids
 - New education curriculum – 16 common-core compliant lesson plans with graphical worksheets



Marketing Resources

- New resources introduced in 2014 *cont.*
 - New PA Apples brochure
 - New variety wheel poster and matching variety card
 - Dry erase price paddles



Website

- Website redesign has been in progress
- All new content
- Better backend system to make sharing and accessing information easier for grower members, partners and consumers



Donations & Sponsorship

Donations

On behalf of PA apple growers, made donations of apples/apple products to

26 community organizations during the fall season

- Dauphin Co – 14
- Cumberland Co – 1
- Lebanon Co – 2
- Mifflin Co – 2
- Allegheny Co – 3
- Chester Co – 1
- Snyder Co – 1
- Perry Co – 1
- Adams Co – 1

Sponsorships

- PA Preferred VIP reception – Farm Show
- Culinary Connection Apple Day – Farm Show
- Apple Pie Contest – Farm Show
- PA Apple Queen Contest
- Apple Blossom Festival brochure
- Health Summit
- Education Station at Farm Show
- DCED Media Tour – Breakfast Sponsorship and Presentation in Adams County



Events

- Ag Progress Days
- PA Apple & Cheese Festival
- Farm City Day
- Judged Apple Queen Contest
- US Apple Capitol Hill Day
- Farm Market Events
- Premier Apple Marketing Forum
- YMCA Summer Camps (4)
- PMA Fresh Summit
- Farm Show
- Judged *Central Penn Parent* magazine Apple Pie Contest



ADMINISTRATION



Administration

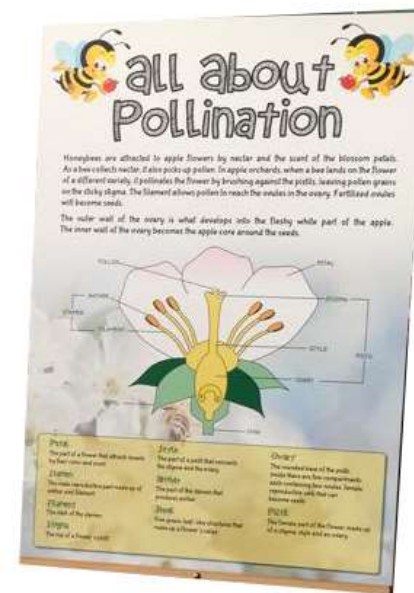
- Continuing to work with PDA in an effort to improve quarterly assessment and audit reporting process
 - Complete and accurate grower reporting is critical
- Please pay close attention to communications regarding these items, as the process will continue to evolve



2015 PREVIEW

Resources to be Published in 2015

- New variety cards
 - 2 sizes
 - Print & Digital Downloads
 - Ability to request custom cards
- IPM/Organics Rack Card
- Pollination Poster
- Education video (digital and DVD)
- Continuation of *Rootstock to Crunch* video project
- Continued development and rollout of Eastern Apples brand for retail
- New website
- Continued work on streamlining assessment reporting process
- 2014 Processed Product SCBG work plan execution





Thank You!

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