



Pennsylvania
Apples

PAMP YEAR IN REVIEW

2015



ACTIVITIES / SUCCESS STORIES

GROWER RELATIONS

INDUSTRY RELATIONS

PUBLIC

RELATIONS/COMMUNICATIONS

EDUCATION & EVENTS

MARKETING & PROMOTION



GROWER RELATIONS

- Continuing grower visits
 - Visited 30% of grower membership to date
 - Summer 2015 –Erie, Franklin and Adams visits

INDUSTRY RELATIONS

US Apple

- Currently serving on the US Apple board and Education Committee
- US Apple Social media campaigns (*DIY Apple Gifts, New Year's Resolution: Two Apples a Day, 28 Days of Apples, Drink Your Apples, Grill It or Chill It*)
- March Congressional Visits
 - * **2016 Capitol Hill Day is March 3**
- May hill visits with Diane Kurrle



INDUSTRY RELATIONS

US Apple Export Council

- August trade mission to Central America – 4 delegates from PA
- Hosted Israeli Delegation/APHIS in September
 - Visited Bear Mountain, Rice Fruit, and FREC
 - Meetings to discuss *Neofabraea* and *Phacidiopycnis*
- USAEC conducted trade mission to China



INDUSTRY RELATIONS

SHAP

- Funded 5 research projects totaling **\$73,271** in research dollars
- Contributed to FREC Graduate Housing Project
- Designed and provided new signage for SHAP Farm Show booth



PUBLIC RELATIONS

- Traditional earned media
 - Press releases and response to media inquiries
- Social media
 - Continued engagement with consumers on Facebook, Twitter & Pinterest
 - Largely organic growth



EVENTS & EDUCATION

- 13 donations of processed apple products and fresh apples
 - Counties: Dauphin, Philadelphia, Lebanon, Butler, Allegheny
- Community events
 - Pinnacle Health Events
 - Ag Progress Days
 - Healthy Kids Running Series
 - Farm Market Events
 - YMCA Kids Camps
 - Fall Harvest Festival
 - Farm City Day
- Knouse Foods has kindly provided processed product for sampling events

FARM SHOW 2016

- 2 displays – Sampling area in Main Hall and Farm-to-Shelf exhibit in Weis Expo hall
 - Processed Apple Products (Knouse Foods)
 - Knouse sampling
 - Wholesale apples
 - Packaged Slices (Appeeling Fruit)
 - PA Hard Ciders



FARM-TO-SHELF DISPLAY – FARM SHOW





NEW MATERIALS

- Pollination Poster
- Pour PA Apples
cider hang tag
- New variety cards
- Organic/conventional rack cards

PENNSYLVANIA APPLE GROWERS are Committed to Safe Growing Practices

INTEGRATED PEST MANAGEMENT

Pennsylvania's orchards are safe, sustainable, and more than 40 different insects, mites, diseases, and other pests are monitored in orchards. Pests are managed with a variety of products, including biological, chemical, and cultural controls.

Integrated Pest Management (IPM) is the science of managing pests in a way that is safe for the environment, the orchard, and the consumer.

What is IPM?

IPM is a system of managing pests that combines biological, chemical, and cultural controls. It is a system of managing pests that is safe for the environment, the orchard, and the consumer.

A few facts about IPM

- IPM is a system of managing pests that combines biological, chemical, and cultural controls.
- IPM is a system of managing pests that is safe for the environment, the orchard, and the consumer.
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ORGANIC OR CONVENTIONAL?

ORGANIC what does it mean?

Organic is a term that is used to describe products that are produced in a way that is safe for the environment, the orchard, and the consumer.

What about GMO?

GMO is a term that is used to describe products that are produced in a way that is safe for the environment, the orchard, and the consumer.

Apples are safe

Apples are safe to eat and are a healthy part of a balanced diet.

DO YOU KNOW CIDER?
 Both apple juice & cider are
 pressed from **FRESH APPLES**, but
 cider is **UNFILTERED** so it retains the apple
 pulp, which is **BEST IN FRIED & HEALTHY**
ANTHROPOLOGISTS & takes about **85 APPLES** TO
 MAKE A GALLON of cider. Freshly pressed cider that
 is purchased cold will stay **FRESH 7-10 DAYS** in the
 refrigerator. If the bottle begins expanding, it's time to
 toss it. Apple cider **CAN BE FROZEN** for later use. Pour
 cider into clean plastic containers and leave head
 room for expansion as it freezes. Cider is versatile
 in the kitchen. **GLAZE MEATS, MAKE**
DESSERTS & DRINK apple cider.

COZY MULLED CIDER
 1 gallon Pennsylvania apple cider
 1 orange (sliced)
 1 tsp. whole cloves
 1 tsp. whole allspice
 3 cinnamon sticks

1. Pour cider into a large pot on the stove or
 into a crockpot.
2. Heat cider to a boil, stirring frequently.
3. Place cloves, allspice & cinnamon sticks into a
 cheesecloth & tie up. Add spice bag &
 orange slices to pot.
4. Once the cider starts to boil, reduce to
 a simmer & maintain for 15
 minutes, stirring occasionally.
5. Remove the spice bag &
 serve hot.

MARKETING & PROMOTION

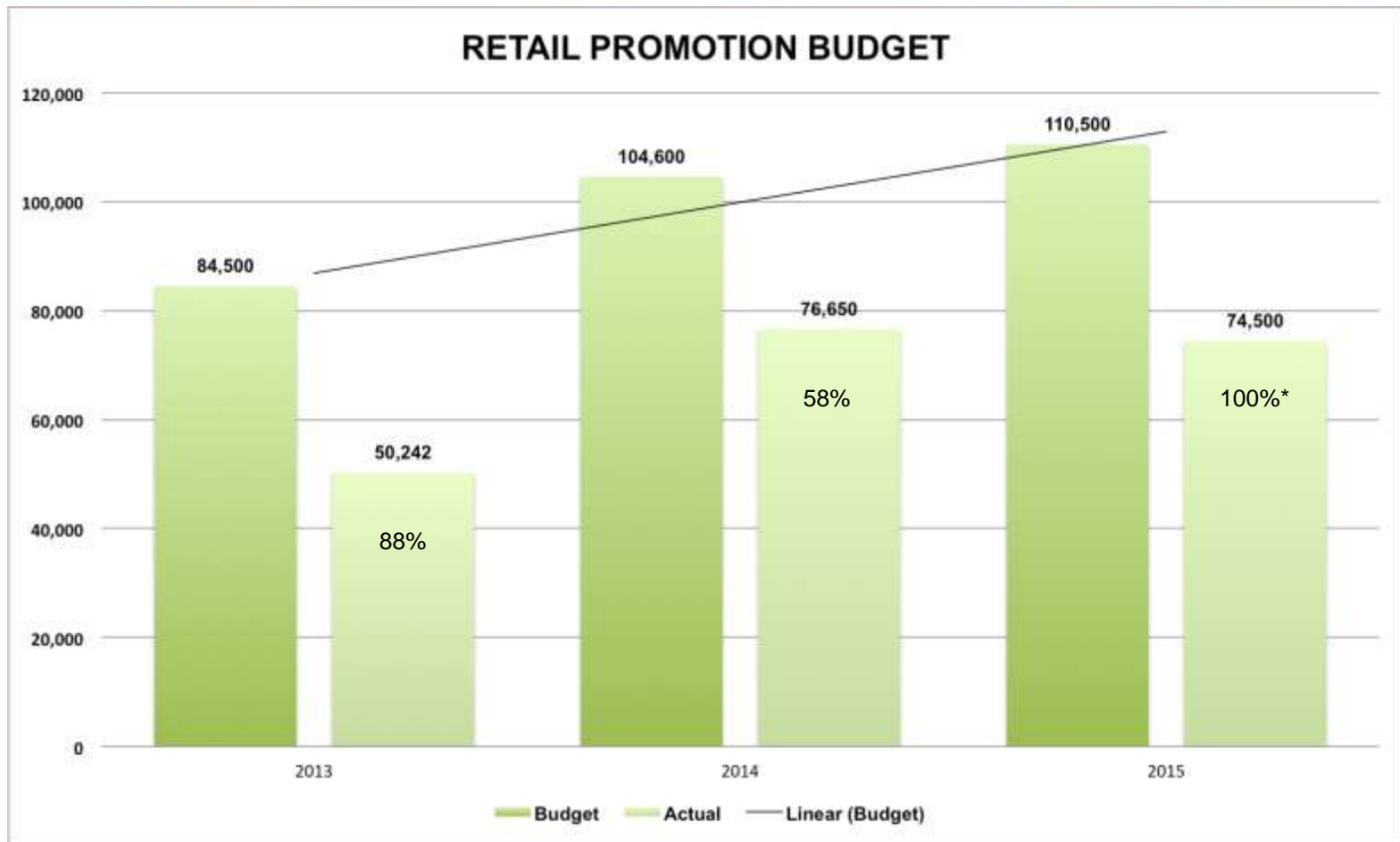
Traditional Advertising

- 3rd season of “Pick PA Apples” billboard campaign; included rural bus shelters
- Print Ads – *Produce News*, *Farm Show Visitors Guide*, etc.

2015 BILLBOARDS & PRINT AD EXAMPLES



RETAIL INITIATIVES



12% of 2015/2016 Budget – largest expenditure behind US Apple assessment

RETAIL INITIATIVES - PMA

**PMA
FRESH
SUMMIT
2015**



October 2015 -
New Eastern
Apples logo and
booth (*upgraded
from inline to
20'x20'*) unveiled
at Fresh Summit in
Atlanta, GA





Thank You!



Please join us this evening for the apple grower reception.
5-7 PM - Cocoa Suites 3, 4, & 5