



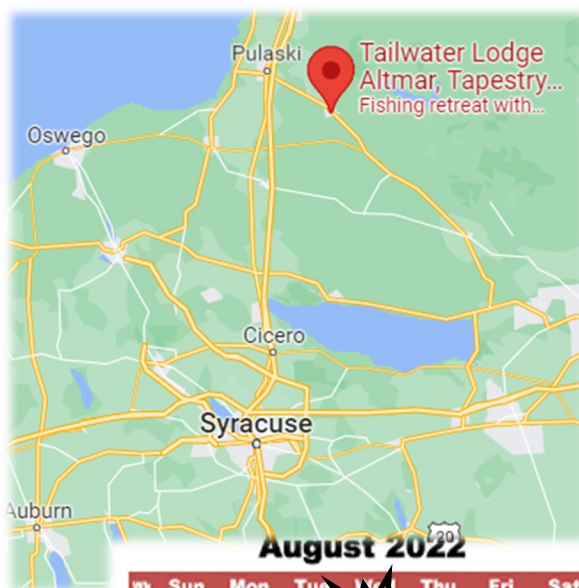
Yes! Apples®
 POWERED BY NEW YORK APPLE SALES

Beyond the Branch



Happy Spring!

As of this writing it appears we are off to a good start for the season. This edition of our newsletter has less content than usual as we will have the opportunity to update you on the state of our business at the summer partner meeting. We've chosen an excellent venue and I hope that you can take a break from the farm and relax with us. I'm thrilled to get together and catch up on all the goings-on of the past two years--we're long overdue! Stay well, and I look forward to seeing you in August.



August 2022

Wk	Sun	Mon	Tue	Wed	Thu	Fri	Sat
34		1	2	3	4	5	6
35	7	8	9	10	11	12	13
36	14	15	16	17	18	19	20
37	21	22	23	24	25	26	27
38	28	29	30	31			

Meeting RSVP by July 3

Chelsea@newyorkapplesales.com



Book Your Stay!

DATE
 Wednesday
 August 3rd

BOOKING DETAILS

LOCATION
 Tailwater Lodge
 Altmar, NY



GROUP CODE
 Use code **APPLE** when
 booking for \$119/night rate

**Must reserve by July 3 to receive discount. Room reservations require a credit card. You can book online or by calling the lodge directly.*

TAILWATERLODGE.COM | 315-298-3434



Sales...It's in Our Name

Four months into 2022 and the sales atmosphere is already better than 2020 and 2021 combined. More buyers are filtering back to the office, taking in-person meetings and attending industry events. There's a full slate of upcoming industry shows and customer events on the calendar through December. As we wind down on varieties, we are finishing strong, fulfilling our various retail commitments.

We've enjoyed great success this year. While always growing with Walmart, we continue to grow with other existing customers and add new. The H.E.B., Food Lion, Aldi, Market Basket and Sam's partnerships, to name just a few, continue to grow in importance. H.E.B. is the most vibrant, aggressive retailer in Texas and has recently set their eyes on the Dallas market. We will be along for the ride as we help fill their new Temple, TX warehouse. They continue to be our largest supporter of the Snapdragon® and Evercrisp® varieties. In addition to H.E.B., Mike Harwood has nurtured the Aldi account to great heights, including this year's introduction of Snapdragon® into several DC's.

As this season winds down, we're already working on the 2022/2023 crop. New York Apple Sales has had boots (and booths!) on the ground. In early March, we exhibited at the Southeast Produce Council (SEPC), the absolute best show on the circuit for retailer attendance and exposure. Also in March, Mr. and Mrs. Harwood attended the annual New England Produce Council (NEPC) dinner dance, affectionately known as the 'produce prom'. This event is stacked with multiple and various retailers from New England and New York. Mike also walked the floor at the Viva Fresh show in Dallas, meeting with various retailers, including H.E.B. In addition, Tenley walked the floor at Baldor Bite in NYC, a retail show designed to showcase and promote brands by Baldor, a new NYC customer. As mentioned earlier, we are on the books for more events from May through December, with a ton of in-person customer meetings sprinkled in, pushing New York Apple Sales and our Yes! Apples brand.

In addition to getting back on the road, we have some of our retail partners planning to visit the facilities and growers we represent. Sprouts, H.E.B., Walmart, and Shaws, among others, are looking at calendars and making plans. Visits like these are incredibly important to solidify personal relationships and boost both our presence and importance. The end (right?) of Covid allows us to get back in front of everyone, which is critical in the world of sales. And, the best part is no more masks on planes, trains and automobiles!

Let's hope OUR weather cooperates, the bees do their thing, and we have plenty of exceptional apples in the Fall. Early indications from Washington show they are looking at similar volumes as this past season, due to stress from last year's extreme heat and some early frost events. Less for them means better opportunities for pricing and movement. I look forward to seeing everybody in August. Let's have an adult beverage on Kaari's tab!



HEB Texas



Global Gap Update

NYAS will continue to accept both Global Gap IFA 5.4 and HPSS 1.2 for the 2022 season. Due to retailer requirements, we will be requiring all growers to audit against Global Gap IFA within the next few seasons. At this time, we are waiting for IFA version 6 to be released before sharing a new template for the audit.



For the 2022 season, Apple Leaf has agreed to keep the pricing the same as last year. For many of you, your auditor will be new this season. Adam has visited many locations for three years and will need to take a break and Mike Biltonen is no longer with the company. Other auditors that may reach out to schedule your audit are Brian Farmer, Charles Meadows or Rob Koch. Both the certifying body (CCI for most of you) and an auditor will be reaching out to schedule your audit in the near future if they haven't already contacted you.

As always, please contact me with your questions you have.



Marketing Update

Buckle up, partners! We have so many exciting updates to share this summer, and we still have a few months to accrue more. We've brainstormed, built, and launched the pioneering consumer-first apple brand looking to disrupt (in the best possible way) the apple category. The momentum continues to gain as partners (brand, non-profit, and content), retailers (brick and mortar and online), and media (trade and consumer) step into our Yes! Apples orbit and learn about all we have to offer.

Our brand tone, aesthetic, and DNA continue to evolve and refine, capturing new partners across varied mediums. We've also had some great wins acquiring new retail partners like a leading grocery delivery service in NYC. We're currently partnering with Category Partners to dig into consumer apple behavior so that we can continue to fine-tune marketing and provide value to our retail partners. We will also take the learnings from our survey and pair them with our brand to update our website over the next few months, highlighting our direct-to-consumer channel. The goals of these efforts are to spark excitement for apples and drive purchase and loyalty to our fruit and brand.

Those are all the carrots I'm dangling for now, and I can't wait to share more in August! Wishing you and yours a wonderful spring bloom (read: praying for no frost!) and a relaxing start to your summer.



The Logistic Crisis Continues...

It all started with a reduced number of drivers, added COVID restrictions and now high fuel rates, as we continue to experience the highest rates in trucking history. Although sometimes helpful to us Eastern growers and marketers, we still carry a large burden. We were fortunate to experience an uptick in sales shortly after the New Year, with already short carriers and added weather related delays out of Washington. Our team still feels this pain and is investing more time now than ever before procuring trucking. From negotiating rates (where it's possible), reducing pick-ups and generally finding trucks, it has been a tough season.



Sources suggest rates are 52% higher for refrigerated trucks and 29% for ocean carriers. Our Washington counterparts are not only struggling to find a truck to move fruit to the port, paying the increased rates both land and sea, but can't get appointments for the ports. Experts are expecting these increased prices and challenges for the majority of 2022.

Weekly US Average Refrigerated Truck Rates



Chart: By Brooke Park - Source: USDA - [Get the data](#) - [Download image](#) - Created with [Datawrapper](#)



USApple is looking for support to help build a vibrant future for the apple industry!

After two years of COVID restrictions, USApple finally gathered again, in a smaller setting, to take to

The Hill in March. Although our state representatives have been busy working on other matters, the USApple team has not given up fighting for our industry from Agricultural Labor Reform to the Farm Bill and International Trade. They need your support more than ever to help fund the efforts to protect our businesses. Please consider donating to this outstanding organization if at least to say "thank you" for their efforts to include related to COVID funds.

<https://usapple.org/usapple-pac>

Target Fruit Size Guidance Chart:

Variety	Tray	Bag
Gingergold	50%	50%
Sweetango	60%	40%
Honeycrisp	60%	40%
Gala	40%	60%
McIntosh	50%	50%
Jonamac	50%	50%
Cortland	50%	50%
Acey Mac	88's and larger	
Snap Dragon	80%	20%
Macoun	50%	50%
Empire	113's and larger	
Golden Delicious	50%	50%
Red Delicious	50%	50%
Ruby Frost	80%	20%
Fuji	60%	40%
Pink Lady	50%	50%
Evercrisp	80%	20%
Tray = 88's and larger		
Bag = 100's and smaller		

Target fruit size guidance is based on “typical” sales demand over the course of the season for each variety.



Perspective, Focus and Resilience

Do you feel like the world we live in (and conduct business) is really messed up? For sure, life is more challenging than it was two plus years ago. The pandemic and its effects have lingered longer than anticipated; now add another very large external factor, the Russia/Ukraine war and you wonder if we will ever go back to “normal”. Farming has never been easy and you add unprecedented supply chain issues and inflationary pressure the likes we haven’t seen in 45 years - it’s difficult to imagine positive outcomes for our businesses.

That being said, it’s possible to be successful in this extremely difficult business climate. There are obviously a lot of factors to contend with but the first thing to do as leaders of businesses is to work from a positive mind-set. It is super important to put things into perspective. By doing so, the over-arching negative business factors will weigh less on our minds. Perspective includes: We make food, people need to eat and the world population continues to increase. We are a heck of a lot closer to the average consumer than our Washington state competitors. We share the same labor challenges as all of our apple competitors. We are not growing food or doing business in Ukraine. (Enough said, right?)

When things are out of control, a good leadership trait is to focus on what you can control. So much of our current situation is a result of external factors that we have no control over and never will have control. (Just like the weather!) So why spend any energy worrying about it? The key is to focus your time and energy on what you can do to improve your situation. At the farm level, with the 2022 growing season kicked off, the focus should be growing a high quality crop. At the packer and sales level, the focus is winding down the 2021 season and preparing for the 2022 season. For all of us, we could also focus on: how to lower our cost through efficiencies and how to get paid more for our product.

There is not one person who is reading this that doesn’t have inherent determination and resilience. Those traits define people in agriculture. But we are all human and tough times can wear people down. Resilience is the ability to recover from difficulties and like I said we all have it in us—we deal with difficulties every day. In today’s time we just need to kick-it-up a notch.

Honestly, it’s not my thing to give a “pep” talk and I apologize if that’s not what you were expecting or want to read about. As we start the new season, my hope is that we can all “reset” our states of mind, focus on what matters to be successful and dig deep within ourselves as we have a challenging road ahead of us.

Have a great growing season and I hope to see you at the summer partners meeting in August.

