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**NATIONAL APPLE
MONTH**

For more information, contact:
Allison M. Parker MS, RD
(800) 781-4443
aparker@usapple.org

National Apple Month Announces 2010 Golden Apple Marketer of the Year
Kicks off 2011 Golden Apple Market Promotion at the North American Farm Direct Market Association's Annual Convention

Baltimore, MD - The first ever **Golden Apple Marketer Award** was announced today at the North American Farm Direct Market Association's (NAFDMA) Annual Convention in Baltimore, Maryland. Susan Hurd of Hurd's Family Farm in Modena, NY accepted the award. The award was given at the conclusion of the 2010 apple marketing season as part of the Golden Apple Market Promotion that was first introduced in 2010 by the National Apple Month program.

The promotion is designed to help direct marketers merchandise and promote apples and apple products during the 2010 Apple marketing season. It provides them with a unique marketing opportunity that yields sales and consumer awareness increases. Marketers that participated received valuable tools that they could use to compliment their existing sales. Additionally, they were automatically eligible to win the Golden Apple Marketer Award.

Hurd's Family Farm won because of their outstanding efforts at promoting and merchandising apples and apple products during September and October, 2010. Not only did Hurd's Family Farm successfully market and sell apples and apple products directly but they went above and beyond by providing apples and apple products as well as general apple information to the community through many different avenues. This included activities with local libraries, schools, the local food bank, participating in area events and festivals, co-promoting with their local businesses, working with non-profits, being featured in local news media outlets, promoting apples and apple products through their website and Facebook pages, as well as more traditional avenues for direct marketing such as eye-catching road signage, impactful displays, and ads in local newspapers.

Markets like Hurd's Family Farm are an integral part of the urban/farm link and have continued to rise in popularity, mostly due to the growing consumer interest in obtaining fresh products directly from the farm. Farmers markets allow consumers to have access to locally grown, farm fresh produce, enable farmers the opportunity to develop a personal relationship with their customers, and cultivate consumer loyalty with the farmers who grow the produce.

For more information about the National Apple Month or the 2011 Golden Apple Market Promotion, please contact Allison Parker at aparker@usapple.org or 800-781-4443.

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The National Apple Month Program (NAM) is a separately funded and distinct program of the US Apple Association. It is the generic marketing and promotional program for the domestic apple industry which offers promotional and recognition programs.

703 442-8850
800 781-4443
fax 703 790-0845
8233 Old Courthouse Road, Suite 200 ★ Vienna, VA 22182-3816 USA