



NATIONAL APPLE MONTH

FOR IMMEDIATE RELEASE:
December 22, 2010

For more information, contact:
Allison M. Parker MS, RD
(703) 442-8850
aparker@usapple.org

NATIONAL APPLE MONTH DISPLAY CONTEST: CALL FOR ENTRIES **Helping to Promote the Produce Industry's Finest**

Vienna, VA – The nation's apple harvest yielded an abundant, delicious crop of apples in 2010 and many retailers took that opportunity to display and feature them in their produce departments this fall.

During the three-month merchandising window of September through November, the retail trade had the opportunity to feature different varieties of apples and apple products. Retailers also found success when they cross merchandised or displayed the apples with products like Marzetti Caramel Apple Dips, JIF Natural Peanut Butter and Smucker's Natural Peanut Butter.

National Apple Month is the generic marketing and promotional program for the U.S. apple industry, which offers the premier fall apple promotion in the country and other industry promotional and recognition programs. Supported by all segments, NAM promotions strive to increase apple industry sales and enhance consumer awareness and consumption of apples. Retailers are encouraged to document their display activity and submit it to the National Apple Month Program for the chance at more than \$10,000 in cash prizes.

The entry deadline has been extended! Entries must be submitted by January 15, 2011 and should include the Official Entry Form, along with at least one photo of the display. The Entry Form is available by emailing or calling Allison Parker at aparker@usapple.org or 703-442-8850 (toll free 800-781-4443). Entries should be sent to National Apple Month, 8233 Old Courthouse Rd, Ste 200, Vienna, VA 22182.

Winners will be announced by February 5, 2011.

###

*703 442-8850
800 781-4443
fax 703 790-0845*

8233 Old Courthouse Road, Suite 200 ★ Vienna, VA 22182-3816 USA