



APPLE MARKETING ORDER ADVISORY BOARD SEEKING PROPOSALS TO INCREASE PROFITABILITY OF NEW YORK'S APPLE INDUSTRY

Proposals due April 12, 2020

The New York State Apple Marketing Order Advisory Board (the “Board”) is seeking proposals designed to enhance the competitive position of New York’s Apple industry, identify new or emerging market opportunities, or develop other creative approaches to increasing the sale and consumption of New York apples. Annually, the New York State Apple Marketing Order program (AMO) provides approximately \$2 million in collected grower assessment funds for efforts to promote, advertise and/or conduct market research on behalf of New York’s apple industry. The proposal(s) selected through this request would be funded by the AMO.

The Board is seeking interest from organizations capable of performing market research or those with experience implementing marketing strategies to increase produce sales. If interested in applying, an organization must submit a detailed proposal (instructions below). The submitted proposal must identify specific issues and barriers to increasing sales of New York apples and propose effective methods to overcome them.

The Board is especially interested in projects that address the following:

- Identify East Coast U.S. market opportunities for New York apples and offer strategies to better position New York apples in these markets;
- Determine the apple purchasing preferences of larger retailers and what drives their decisions;
- Explore market opportunities for fresh or processed New York apples procured by schools and/or institutions;
- Identify market opportunities for New York apples created by the growing craft beverage industry;
- Identify underserved export markets and evaluate the prospects for successfully positioning New York apples to meet these opportunities.
- Provide up-to-date nutritional information regarding consumption of apples and strategies for communicating this to consumers.

Proposals

Applicants must submit to the Department a detailed proposal which:

- Outlines proposed strategies to address above-mentioned priorities or other

- creative approaches to increasing New York apple sales;
- Provides the applicant's qualifications for performing marketing research and/or experience in implementing marketing strategies;
- Describes the expected outcomes of the project(s) and the anticipated benefit(s) to New York's apple industry;
- Contains a proposed budget, broken down by each anticipated expense category;
- Outlines the anticipated timeframe for project completion.

Interested parties must submit their proposal by email to william.shattuck@agriculture.ny.gov.

Proposal Selection and Funding

The Board is a group appointed by the Commissioner of the NYS Department of Agriculture and Markets (Department), representing New York's apple industry statewide. Their purpose is to recommend annual priorities and funding levels to the Department for contracting. As such, submitted proposals will be reviewed by the Board, who will ultimately determine the project selection and funding level. The anticipated minimum funding level for this project is set at \$10,000. The Board may request at their discretion, after reviewing proposals, to have applicants present on their proposal in order to make an informed decision on the project(s) to be funded. Selected proposals may either be subcontracted through the New York Apple Association or directly contracted through the State of New York.

For additional information please contact:

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