

| **FOR IMMEDIATE RELEASE:** | **For more information, contact:**  Cynthia Haskins, (585 934-2171) cynthia@applesfromny.com |
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It’s apple harvest season, and the New York Apple Association (NYAA), FarmOn! Foundation and the New York Department of Agriculture have teamed up to bring the Take the Big Apple Crunch Challenge. Participants from across the state are invited to take a bite out of a New York State apple to bring awareness to NYS farmers during harvest season.

To celebrate the apple harvest season, upload a photo or video biting into a New York State apple on social media using hashtags #BigAppleCrunch AND @ApplesfromNY for Instagram or @NYapples on Facebook on October 26 for a chance to win one of ten $250 gift cards! Schools and nonprofits have an opportunity to win a $1,000 school Victory Garden scholarship.

Every year FarmOn! Foundation partners with 600 family-owned apple growers for the Big Apple Crunch Challenge. The program began in 2012 as a partnership between nonprofit groups FarmOn!, GrowNYC, and the NYC Office of Food Policy and has only grown from there. Millions of students at schools and college campuses statewide now join in every year.

“We look forward to the Take the Big Apple Crunch Challenge every year,” said Cynthia Haskins, President and CEO of the New York Apple Association, a nonprofit agricultural trade association representing the state’s apple growers. “There are 600 family-owned apple orchards in New York State located on over 52,000 acres making us the second-largest producer of apples in the country. Supporting New York family farms is important, and this challenge is fun for everyone.”

Anyone can participate in the Big Apple Crunch and share photos and videos of themselves and others biting into a New York apple to win one of ten $250 gift cards. Participating schools and nonprofits can upload videos and photos of students biting into a New York apple and share them online as part of the social media contest to win a Victory Garden starting October 26, 2023. Winners announced November 5, 2023.

“The 9th annual #BigAppleCrunch inspires us all to get involved buying New York State Apples, that thank a farmer with one bite that supports students too!” said Tessa Edick, Founder of FarmOn! Foundation, a nonprofit organization focused on youth education about the importance of local agriculture for career pathways and making healthy food choices. “By buying NY apples during harvest, we support local family farms and CRUNCH for BETTER SCHOOL LUNCH. The challenge is fun and simple; with many schools and individuals signed up to get their Crunch On! to create awareness, commerce & community all vital to the viable livelihood of family farms.”

For more information, visit [Big Apple Crunch – FarmOn! Foundation](http://farmon.org/big-apple-crunch/).

