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PARTICIPANTS FROM NEW YORK STATE ARE INVITED TO TAKE A BITE OUT  
OF A NEW YORK STATE APPLE TO BRING AWARENESS TO NYS FARMERS  
DURING HARVEST

12th ANNUAL BIG APPLE CRUNCH CHALLENGE LAUNCHES OCTOBER 26TH  
AT 2PM TO KICKOFF STATEWIDE APPLE CRUNCH TO SUPPORT BETTER  
SCHOOL LUNCH!

It's apple harvest season in New York State! To show appreciation for NYS Farmers and provide local NYS Apples to schools, the FarmOn! Foundation in collaboration with New York Department of Agriculture and New York Apple Association are encouraging folks to sign up for the Big Apple Crunch and register to participate in the Scholarship Award for \$1000 to the winning school for a school garden, to help kids eat nutritious locally grown food from their own Victory Garden year round!

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 NYS apple on social media using hashtags #bigapplecrunch and #applefromNY and TAG @farmonfarmon starting October 26th for a chance to win a \$1,000 scholarship for a school Victory Garden!

Every year FarmOn! Partners with 600 family owned apple growers for the Big Apple Crunch Challenge. The program started 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, schools and college campuses statewide join in every year to CRUNCH, POST UP & WIN!

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

“The Big Apple Crunch inspires us all to get involved buying NYS apples that thank a farmer with one bite - supporting better school lunch too!” says Tessa Williams, Founder of FarmOn! Foundation, a nonprofit organization focused on youth education about the importance of local agriculture for making healthy food choices and connecting career pathways & opportunities. “By buying NYS local apples during harvest, we support local family farms and CRUNCH FOR BETTER SCHOOL LUNCH! The challenge is fun, simple and rewarding, with millions of students, schools, businesses, non profit organizations and NYS Government offices to get their CRUNCH ON! Here’s to creating awareness, commerce and community all vital to the viable livelihood of family farms.”

Anyone can participate in the Big Apple Crunch and share photos and videos of themselves and others biting into a local NYS apple and win a scholarship to donate to any school! Participating schools and nonprofits can upload videos and photos of students biting into a NYS apple and share them online as part of the social media contest. Register your school or organization here ([farmon.org/host-a-crunch/](http://farmon.org/host-a-crunch/)) to host a Crunch and become eligible to win!

The Big Apple Crunch Challenge Kicks off October 26th, 2023 at 2pm ET. Winners will be announced November 6th, 2023 at 12pET.

The school winner will receive a \$1000 Scholarship and FarmOn! Programming to plant or improve any school garden that provides fresh produce to better school lunch, fundraising opportunities with salad bars and helps farmers sell apples during harvest season to NYS schools.

For More Information & Resources: Visit [FarmOn.org](http://FarmOn.org)

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