

Michigan Apple Committee

NEWS



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MAC Leverages SCBG Funds for Online Consumer Engagement *Specialty Crop Block Grant Dollars Enhance Social Media Outreach*

LANSING, Mich. – The Michigan Apple Committee aims to continue focus on social media with online engagement programs that seek to increase awareness and consumption of Michigan Apples. Specialty Crop Block Grant funding has allowed MAC to develop and implement campaigns that educate consumers about the health and nutrition benefits of regular apple consumption.

Each year, MAC has been able to hone its online campaigns, developing content and graphics on which consumers have shown an interest.

In 2022, MAC is leveraging SCBG funds on a project to raise consumer interest in upcoming harvest with social media countdown posts proclaiming, “it’s almost Crunch Time!” This effort wraps up at the end of August, just in time for the fall SCBG funded campaign to kick off, emphasizing social media platforms like Instagram, Pinterest and TikTok, where MAC’s target audience is most active.

“Specialty Crop Block Grant dollars have allowed us to thoughtfully and effectively engage with our target audience, with the ultimate goal of increasing consumption of Michigan Apples,” said Diane Smith, executive director of the Michigan Apple Committee. “With each project, we apply our learnings to best reach consumers. This year we have added Tik Tok as a social platform and will be focusing our efforts on Instagram and Pinterest, after analyzing demographics and platform reach.”

The Specialty Crop Block Grant Program awards funds to projects to enhance the competitiveness of Michigan specialty crops, which include fruits and vegetables, tree nuts, dried fruits, horticulture and nursery crops.

The Michigan Apple Committee is a grower-funded nonprofit organization devoted to marketing, education and research activities to distinguish the Michigan apple and encourage its consumption in Michigan and around the world. For more information, visit www.MichiganApples.com.

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