



Section 1: Industry Facts



A BIG DEAL: Apples are one of the largest and most valuable fruit crops in Michigan

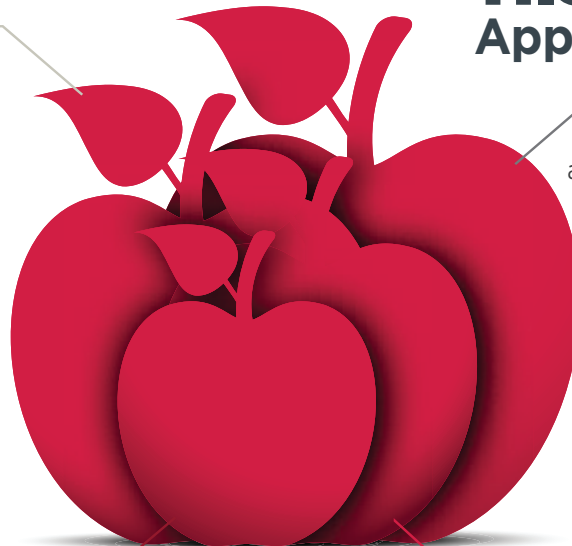
Ideal Place

With Michigan's climate, proximity to lakes and nutrient-rich soil, Michigan is an ideal place to grow quality, flavorful apples.

11.3 million Apple Trees



There are more than 11.3 million apple trees in commercial production, covering 35,500 acres on 825 family-run farms in Michigan.



Nearly year-round availability

While Michigan is best recognized for its fresh apples in autumn, the state's fresh apples are typically shipped from mid-August through the following June, following precise storage in controlled atmosphere chambers.



High-density planting

Newer orchards are trending to high-density planting (800-1,200 trees per acre) that come into production quickly and bring desirable varieties to market quickly.

FRESH, SLICED & PROCESSED



Michigan Apples are sold fresh (ready-to-eat), as well as for processing into other products. Michigan slices more apples than any other state for use in pies and fresh-cut slices.

www.MichiganApples.com • 800-456-2753 • Michigan Apple Committee