

Michigan Apple Committee NEWS



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Michigan Apples Taste Better *Consumers prefer superior flavor of Michigan Apples*

LANSING, Mich. — Consumer research has shown that shoppers believe Michigan Apples are fresher and taste better than the same varieties grown elsewhere. Michigan’s unique climate, nutrient-rich soil, proximity to the Great Lakes, and passionate apple growers all work together to create apples that are bursting with flavor.

“Michigan is ideally situated in a great climate for growing apples,” said Diane Smith, executive director, Michigan Apple Committee. “The lake effect from Lake Michigan delays spring and autumn, creates a cool, wet, summer and brings a lot of snow in the winter, which are all key conditions for apple growing.”

Michigan is the nation’s third largest producer of apples. There are more than 11.3 million apple trees, covering 35,500 acres, on 825 family-run farms in the Great Lakes State. In 2015, Michigan growers harvested an estimated 24 million bushels (1.008 billion pounds) of apples.

“The heat and sunshine we experienced over the summer is going to give the apples excellent flavor. With so many varieties to choose from, Michigan offers an apple for every taste. Our most popular varieties include: Honeycrisp, Jonagold, Fuji, Gala, Red Delicious, McIntosh, Golden Delicious and Empire,” said Smith.

Michigan Honeycrisp, Fuji and Jonagold consistently rank highest when compared to the same varieties grown elsewhere, according to consumer research conducted by an independent researcher and funded by the Michigan Apple Committee.

“The Michigan climate and soil are not the only things that make Michigan Apples delicious,” said Smith. “We believe the apple grower is the most important factor in producing high-quality apples, and Michigan Apple growers are the best in the business.”

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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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