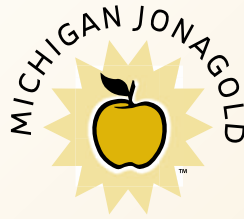


MICHIGAN JONAGOLD

Great Lakes, Great Flavors, Great Sales!

Sun-Kissed Blend

This Michigan Apple is begging for star treatment—Jonagold is solid gold! In consumer taste tests* against Western-grown Honeycrisp and Jonagold apples, Michigan Jonagold always finishes #2—right behind Michigan Honeycrisp.



Don't Believe Us?

Test some yourself! **Call the Michigan Apple Committee (800-456-2753) on or before Monday, August 29, 2011 to get a shipment.** As soon as they're off the tree, we'll send buyers a free sample. See for yourself that Michigan Jonagold belong front and center in your produce department!

New Packaging

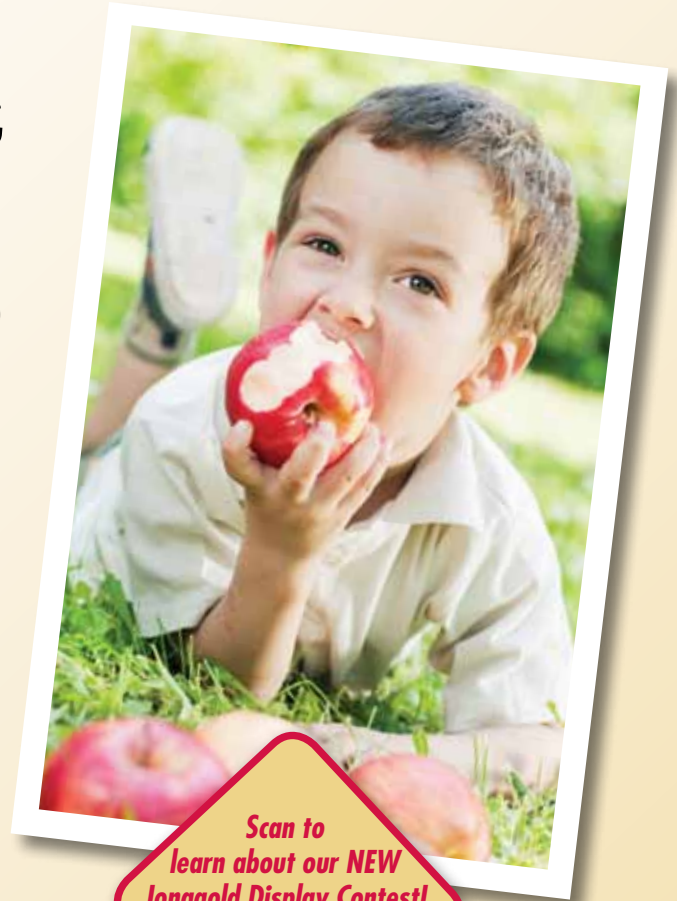
Michigan Jonagold is in a class all its own! And it shows off best in new specially designed packaging for Jonagold, available now from your Michigan Apple supplier. These cartons make great displays that will boost Michigan Jonagold sales. (See back for details.)

Apple-licious All Star

Without question, Jonagold is a solid-gold star in the Michigan Apple line-up. Michigan's sun-kissed days and dewy summer nights produce beautifully-finished, large apples perfect for season-long bulk sales.

Michigan Jonagold has all the components your discriminating customers crave in a fine apple.

*Consumer taste test panels performed in Fall 2009, Winter 2010 and Fall 2010 in multiple locations in Grand Rapids, Lansing and Detroit, Mich.; and Metro Chicago.



Scan to learn about our **NEW Jonagold Display Contest!**



MARKETING CALENDAR	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
COOKING WITH APPLES	🍏	🍏	🍏	🍏	🍏				
LOCALLY GROWN	🍏	🍏	🍏	🍏	🍏	🍏	🍏	🍏	🍏
MICHIGAN HONEYCRISP	🍏	🍏	🍏						
MICHIGAN JONAGOLD		🍏	🍏	🍏	🍏				
HEALTH & FITNESS					🍏	🍏	🍏		
EARLY SEASON REBATE	🍏	🍏							
HOLIDAY BAKING REBATE		🍏	🍏						
BULK PACK REBATE			🍏	🍏	🍏	🍏			

PURE MICHIGAN®

See back for more! >>

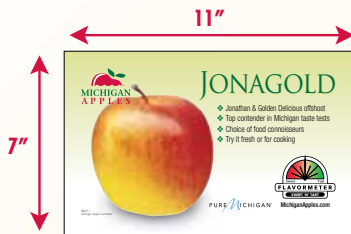


MICHIGAN JONAGOLD

Sales Support

Get **FREE** support materials to help you sell more Michigan Jonagold.

Build the program that meets your needs by selecting from the following materials.



Point of Purchase



Euro Carton
(please contact your supplier)



Master Tray Carton
(please contact your supplier)



Circular Ad
(Ready to size)

I am interested in selling more Michigan Apples!

Please send me information on:

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Point of purchase card | <input type="checkbox"/> Euro carton | <input type="checkbox"/> Master tray carton | <input type="checkbox"/> Honeycrisp/Jonagold display contest |
| <input type="checkbox"/> Circular ads | <input type="checkbox"/> In-store sampling | <input type="checkbox"/> In-store radio | <input type="checkbox"/> Tray Pack rebate |

Name: _____

Title: _____

Store/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: (_____) _____

Number of locations: _____

Geographic area serviced: _____

Fax to Michigan Apple Committee at (517) 669-9506, or order online at MichiganApples.com/point-of-purchase-order-form

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