

# LOCALLY GROWN

## Great Lakes, Great Flavors, Great Sales!



### “Great Lakes Apple of Choice”

Locally grown is what shoppers look for to ensure the freshest, highest quality produce for their families. Boost sales by showing customers you care about **sustainability**. You can do both by having plenty of Michigan Apples in stock.

### Rich Heritage

Most Michigan apple orchards are less than 200 acres and many have been in the family for several generations. These growers have tremendous pride and respect for sustaining the land.

In the heart of the Midwest — and within half the nation’s income and population — Michigan can easily supply apples to many parts of the U.S. with a lower environmental impact than other major apple-growing regions.

Michigan Apple growers also take an environmentally-conscious approach to farming, knowing the land is their way of life now and for future generations. (See [MichiganApples.com/sustainability](http://MichiganApples.com/sustainability) for more information.)

### Economic Impact

With 900 family-run orchards, Michigan is the third-largest producer of apples in the nation. Growers expect **upwards of 28 million apple bushels** this fall!

On average Michigan Apples generate an annual economic impact of about \$800 million. In fact, every bite of a Michigan Apple returns a nickel to the local economy! That goes to show, “Bite for bite, there is no better apple.”



—Apple growers Kim and Chris Kropf with their children Kenny and Emily Lowell, Michigan

Scan to learn about our **NEW Locally Grown Display Contest!**



Meet more Michigan Apple growers at

[MichiganApples.com/meet-our-growers](http://MichiganApples.com/meet-our-growers)

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

PURE MICHIGAN®

See back for more! >>



# LOCALLY GROWN

## Sales Support



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

Build the program that meets your needs by selecting from the following materials. For more options, see our "Build Your Own Program" sheet.



**I am interested in selling more Michigan Apples!**

Please provide information on the following:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Point-of-purchase cards (4 versions) | <input type="checkbox"/> In-store support                  | <input type="checkbox"/> In-store sampling                  |
| <input type="checkbox"/> Tote bags                            | <input type="checkbox"/> Bag closures                      | <input type="checkbox"/> Locally Grown Vacation Sweepstakes |
| <input type="checkbox"/> Banner - <b>NEW!</b>                 | <input type="checkbox"/> Display wrap/banner - <b>NEW!</b> | <input type="checkbox"/> Display contest - <b>NEW!</b>      |

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](http://MichiganApples.com/point-of-purchase-order-form)

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