

## MICHIGAN'S "PREMIUM" APPLE VARIETIES:



### HONEYCRISP

Sweet as honey, with a crisp bite. Creating quite a buzz!



### GALA

A consumer favorite. A soft bite over a mellow sweetness.



### FUJI

A popular late-season variety. Crisp and sweet.

Michigan grows all the new and in-demand varieties consumers want, including managed varieties like Evercrisp, SweeTango, Smitten, Kiku, and more! These are in addition to tried-and-true favorites like Honeycrisp, Fuji and Gala. Check with your Michigan Apple supplier about specific varieties.

## AND OTHER POPULAR VARIETIES:



### JONAGOLD

Michigan grows them best! A must-try.



### GOLDEN DELICIOUS

A gingery-smooth taste. Known for its sweetness.



### RED DELICIOUS

America's most popular. Full-flavored sweetness.



### MCINTOSH

A classic by any standards. Juicy with a lightly tart flavor.



### EMPIRE

Versatile with a firm texture. Sweet, yet tart flavor.

For more varietal information, visit [MichiganApples.com](http://MichiganApples.com) or talk to your supplier.

Contact your Michigan Apple Committee regional account manager today to plan your Michigan Apple programs.

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PURE MICHIGAN<sup>®</sup>



# WHERE APPLES LOVE TO GROW





## WHERE APPLES LOVE TO GROW

Michigan's dedicated growers produce the most flavorful apples in the world. Michigan's unique climate and geography help to produce high-quality apples with great color and flavor.

Today, there are 825 apple growers in Michigan, with some farms in the fifth and sixth generations! The tradition of apple growing in Michigan also means a commitment to community and social responsibility, as well as providing a fresh, quality, safe product for consumers to enjoy. Michigan Apple growers take great pride in being stewards of the land, preserving a healthy environment for future generations.

Let the Michigan Apple Committee help you drive consumer traffic and interest to your produce department with our marketing programs from the place where apples love to grow.



## Programs customized for retailer needs

Work with your Michigan Apple Committee regional account manager to build a plan that fits with your existing programs and marketing goals. MAC can participate in circular ads, loyalty programs and provide custom signage. Meal tips, demonstrations and samplings can help put product in shopping carts and keep customers returning for the resources and information they want. MAC also has apple category spending data to assist in making marketing decisions based on consumer spending and competition. MAC can help you increase excitement in your produce department in ways that align with your programs.

### Build a custom Michigan Apple marketing program with:

- Circular ads
- Custom signage
- In-store demonstrations and sampling
- Loyalty program participation
- Recipe cards, usage charts and meal tip cards
- Display contests
- Social media advertisements and content

## Contact your Michigan Apple supplier to source the best tasting apples!

### Michigan Fresh Apple Shippers:

#### Applewood Fresh Growers, LLC

616-239-2871  
www.applewoodfresh.com

#### Belleharvest Sales, Inc.

800-452-7753  
www.belleharvest.com

#### Core Farms, LLC

269-621-0979  
roger@kropfapples.com

#### Greenridge Fruit, Inc.

616-784-2770  
www.greenridgefruit.com

#### Michigan Fresh Marketing

616-784-0683  
www.michiganfresh.com

#### North Bay Produce, Inc.

231-946-1941  
www.northbayproduce.com

#### Riveridge Produce Marketing, Inc.

800-968-8833  
www.riveridgeproduce.com



## Consumers prefer Michigan Apples

Since 2008, Michigan Apple Committee has conducted consumer research in large retail markets where Michigan Apples are sold, through an independent research consultant. In 15 out of 18 studies, Michigan Honeycrisp ranked number one in taste and appearance.

The results are clear: consumers prefer the look and flavor of apples from the place where apples love to grow.

In 15/18 tests, Michigan Honeycrisp ranked number one in both taste and appearance. Michigan Fuji and Michigan Jonagold were consistently ranked among the top four.

Focus group participants indicated they are interested in buying "locally grown" produce. The perception is that local produce is fresher and tastes better. Consumers said they select apples based on appearance, size, and convenience.

## MAC CONSUMER RESEARCH



Suburban Detroit, Grand Rapids, Chicago, Houston, and Atlanta

All participants were the primary grocery shopper in their households

# 18

focus groups  
from 2008 - 2017

# 12

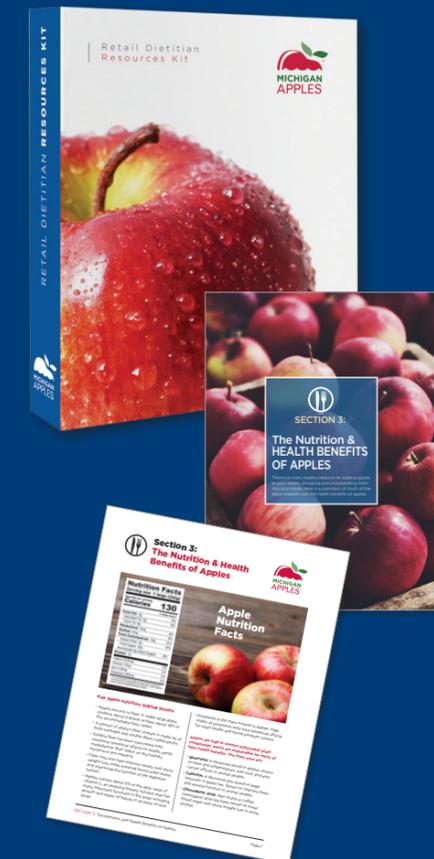
Average number  
of participants

# 37

Average age  
of participants

## NOW AVAILABLE!

## The Michigan Apple Committee Retail Dietitian Kit



The Michigan Apple Retail Dietitian Kit was developed by former retail dietitian Shari Steinbach as a way to provide nutrition resources to retailers.

This resource includes information about the Michigan Apple industry; varietal, usage and storage information; as well as copy for social media posts, television segments and blog posts for retail dietitians. Retailers can request a hard copy or interactive PDF of the kit by emailing [Staff@MichiganApples.com](mailto:Staff@MichiganApples.com).