

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, SweetTango, 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 or talk to your supplier.

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

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Connect with Michigan Apples:

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PURE MICHIGAN[®]



WHERE APPLES LOVE TO GROW





**HEALTHY.
HANDY.
DELICIOUS.**

Consumers want fresh, healthy food for their families that tastes great. Michigan's dedicated growers produce the most flavorful apples in the world, with a little help from Michigan's unique geography, climate and proximity to the Great Lakes. Michigan is also closer to you—so you can spend less on freight for fresher product.

There are 775 apple growers in Michigan, with some farms in their fifth or sixth generations. The tradition of apple growing in Michigan means a commitment to community and social responsibility, as well as stewardship of the land and dedication to providing safe, quality fruit for consumers.

Now, more than ever, fresh, healthy, safe food is a priority. Let the Michigan Apple Committee help you drive traffic to your produce department with programs and materials that support fresh apples from the place where apples love to grow.



Customized programs to meet your marketing needs

Work with your Michigan Apple Committee regional account manager to build a plan that fits with your existing programs and marketing goals. Let us help you emphasize the importance of healthy eating and fresh foods to your shoppers. MAC can participate in circular ads, loyalty programs and online shopping services. A specialized retail dietitian kit can support your store's dietitians and health programs, with new sections being added in 2020. Custom signage, meal tips, demonstrations and samplings can help put product in shopping carts and keep customers coming back for resources and information they need. MAC analyzes category spending data and market research to assist with marketing decisions based on consumer trends.

Build a custom Michigan Apple marketing program with:

- Circular ads
- Custom signage
- Retail dietitian support
- In-store demonstrations and sampling
- Social media and digital advertising and content
- Display contests
- Recipe cards, usage charts and harvest information

Contact your Michigan Apple Supplier to source fresh 2020 crop apples from the place where apples love to grow:

Applewood Fresh Growers, LLC
616-239-2871
www.applewoodfresh.com
Scott Swindeman
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Brian Coates
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Belleharvest Sales, Inc./ Michigan Fresh Marketing
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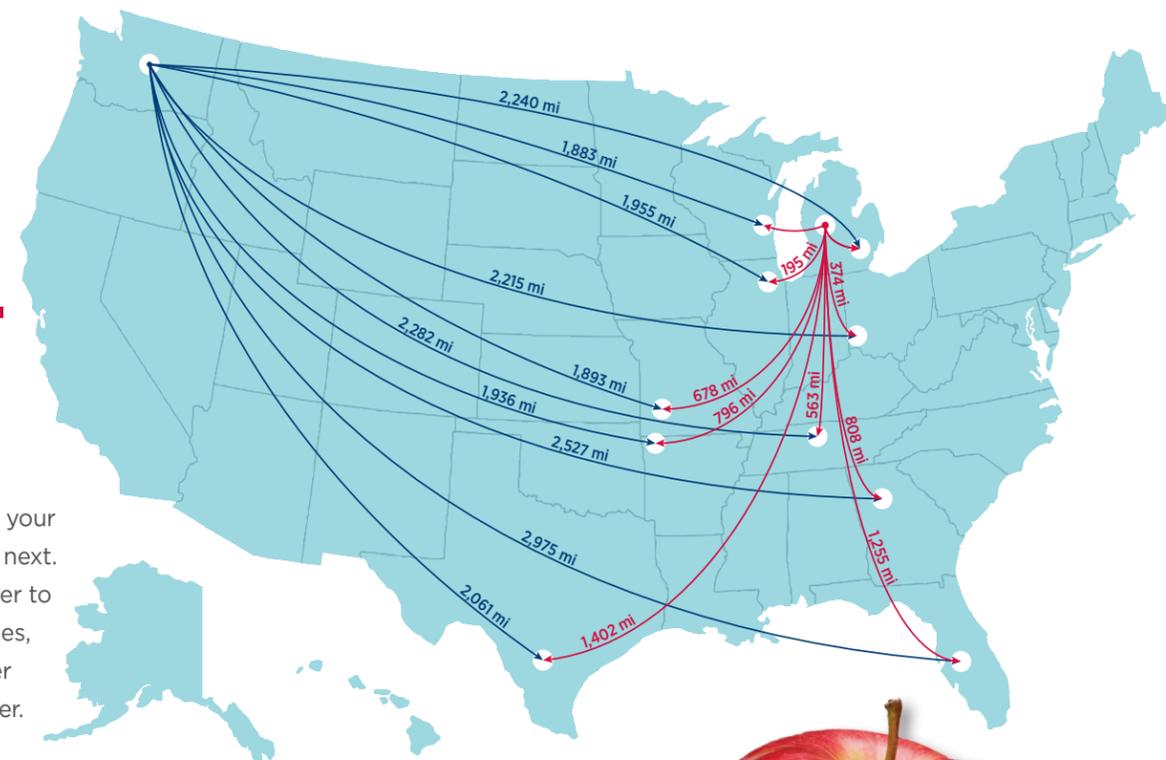
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Fresher Apples. Lower Freight.

During Michigan's apple harvest season, apples could be hand harvested one day and delivered to your produce department the next. Michigan Apples are closer to you than west coast apples, meaning they travel fewer miles and get there sooner. Fewer miles not only means fast and fresh, but also reduced environmental impacts. This fall get the healthy, delicious fruit your shoppers want fresh from the tree.



Red line = Michigan apple routes
Blue line = Washington apple routes



COMING SOON! New sections added to the Michigan Apple Committee Retail Dietitian Kit

Michigan Apple's Official Dietitian, Shari Steinbach, MS, RDN, tapped into her extensive experience as a retail dietitian with Meijer and Spartan Stores to develop the Michigan Apple Retail Dietitian Kit. This helpful retail nutrition 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. This year, new sections will be added for even more ideas, inspiration and guidance! During this time when health is top-of-mind for consumers, this kit can help you lead the effort in educating and promoting good health. Retailers can request a hard copy or interactive PDF of the kit by emailing Staff@MichiganApples.com.

