

Michigan Apple Committee

NEWS



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CONTACT: Diane Smith
800-456-2753
News@MichiganApples.com

September is Family Meals Month *Incorporate Michigan Apples Into Healthy Family Meals*

LANSING, Mich. – Michigan Apple harvest begins at the end of August, with more varieties becoming available in September and October. Michigan Apples works with expert Shari Steinbach, M.S., R.D. to communicate the health benefits of regular apple consumption, and she notes that September is an ideal time for families to incorporate fresh Michigan Apples into meals and recipes.

“Adding Michigan Apples to your diet is a simple, easy way to add amazing flavor to your meals while benefiting from their many healthy attributes,” Steinbach says. “The fall season typically signals back-to-school time and a return to “normal” family routines, but this year has been anything but normal due to the COVID-19 pandemic. Our new routines include social distancing, face masks, and an absence of sports and events. The pandemic also triggered an increase in home food preparation with more families sitting down for meals together.”

Steinbach recommends observing Family Meals Month in September, which is a nationwide event designed to support families in enjoying more meals together using items purchased at the grocery store and, as a result, reap the many health and social benefits of doing so.

“It’s hard living in these uncertain times, but as you prepare for whatever the fall may bring, we know you’ll be seeking some easy, affordable ideas for healthy meals. Since Michigan Apples are abundant in your local grocery store and farmers markets in the fall, be sure to stock up so you have plenty to include in your weekly menus. Michigan Apples are not only delicious, but they contain many important nutrients like fiber and vitamin C. In addition, apple skins contain quercetin, a type of plant pigment flavonoid that supports your immune system and reduces inflammation,” she says. “Adding Michigan Apples to your diet is a simple, easy way to add amazing flavor to your meals while benefiting from their many healthy attributes.”

Soluble fiber, like pectin from apples, may reduce the inflammation associated with obesity-related diseases and strengthen the immune system, according to a study from the University of Illinois. Additional health studies and information can be found at www.MichiganApples.com/Healthy-Living.

In 2018, Steinbach helped the Michigan Apple Committee create a kit as a resource for retail dietitians to help them communicate the many dietary benefits of Michigan Apples. Steinbach tapped in to her extensive experience as a former retail dietitian for Meijer and Spartan Stores to compile resources she knew Retailer

(800) 456-2753 MichiganApples.com 13750 S. Sedona Parkway, Ste. 3, Lansing, MI 48906

RDs would need and use. Everything from recipes, meal plans, social media posts and scripts for media outreach are included in the kit. New sections will be added to the kit in 2020. To request a hard copy or electronic copy, email Staff@MichiganApples.com.

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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