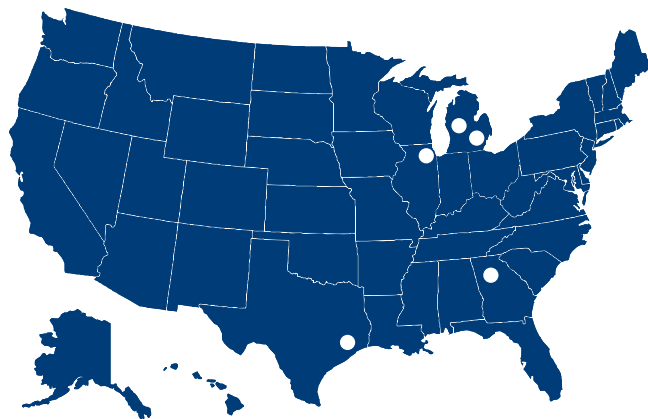




CONSUMERS PREFER MICHIGAN APPLES

18

focus groups from
2008 - 2017



37

Average age
of participants

12

Average number
of participants

All participants were the primary grocery shopper in their households

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

CONSUMER RESEARCH

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.

- Apples in focus groups were purchased no more than 24 hours prior to tasting, within 50 miles of test site
- Apples from no less than three different retailers were used
- 50 percent of apples used were tray pack, 50 percent were bagged apples
- Apples included were from Michigan, Washington, New York, and New Zealand

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.

One focus group was conducted entirely in Spanish, with a group of consumers who are Hispanic in Houston, Texas. In that test, Michigan Honeycrisp and Fuji tied for the number one ranking, and Michigan Jonagold was ranked third.

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.

