



2013 Michigan Apple Industry At A Glance

- Apples are one of the largest and most valuable fruit crops in Michigan.
- The industry's annual economic impact is estimated at \$700-900 million.
- Michigan is the third-largest apple producing state in the nation.
- In 2013, Michigan is expected to harvest 30 million bushels of apples. Average apple harvest is about 19.7 million bushels (828 million pounds) per year*.
- There are more than 9.2 million apple trees in commercial production, covering 36,500 acres on 850 family-run farms in Michigan.
- Newer orchards are trending to high-density planting (600-1,200 trees per acre) that come into production quickly and bring desirable varieties to market quickly. More growers are trending towards fresh varieties due to the valuable nature of those varieties on the fresh market.
- While Michigan is best recognized for its fresh apples in autumn, the state's fresh apples are typically shipped from mid-August all the way through the following June, following precise storage in controlled atmosphere chambers.
- About 40% of all Michigan apples are sold ready to eat. The remaining 60% are processed into other products. Michigan slices more apples than any other state for use in pies and fresh-cut slices, and also processes apples into applesauce, fresh and shelf-stable apple cider and apple juice.
- In Spring 2011 Michigan apple growers through the Michigan Apple Committee became the first commodity group to partner with Pure Michigan, the multi-million dollar award-winning state tourism and travel campaign.
- Michigan Apple Committee (MAC) is a non-profit governmental organization that works on behalf of growers in the areas of consumer and grower education, market development and research.

The Michigan Apple Committee works....

- To promote buying local, increasing in-store visibility and educating families about the importance of healthy eating.
- To research consumer/market preferences, environmental impacts, new production techniques and to implement integrated pest management practices.
- On policy concerns such as appropriate state funding for MDA, MSU Extension and MSU Ag Bio Research, state-support of migrant housing inspections and other needed programs.

**The 2012 crop was omitted from the annual average calculations.*