

# Handling Michigan Apples

Michigan Apple growers and shippers work hard to get delicious fruit to you in top shape. Making sure the apples keep a fresh, unblemished look is now in your hands.

Remember, careful handling can translate into increased sales. No one wants a bruised apple! Here are some tips:



## Handle with Care:

1. Remember apples bruise easily.
2. Never squeeze, throw or drop apples.
3. Minimize handling.

## Upon Delivery:

1. Stamp boxes with shipment date.
2. Store in climate-controlled atmosphere (34° F is optimal).
3. Rotate boxes in the storage area.
4. Use older apples first.

## On Display:

1. Discard bruised, blistered or punctured apples.
2. Place newer apples on bottom and older ones on top.
3. Use signs and displays to increase sales.

## When Re-Ordering:

1. Pay attention to buying habits.
2. Order according to demand.
3. Offer several varieties.
4. Keep supply of fresh apples in storeroom.

## Entice Customers:

1. Offer free samples.
2. Conduct cooking demonstrations.
3. Use promotional tools from Michigan Apple Committee.

