

Michigan Apple Committee NEWS



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Michigan Apple Committee Launches Redesigned Website *Find information for consumers on MichiganApples.com*

LANSING, Mich. – Michigan Apple Committee has launched a re-designed website for the 2023 crop year, the organization has announced. The consumer-facing website provides a wealth of information for apple lovers, including recipes, health information, varietal information and grower biographies.

“The goal of our website is to share a positive Michigan Apple experience with consumers. Whether it’s usage tips, finding a farm market or cider mill or simply finding out when their favorite variety is expected to be harvested, consumers can use our site to ‘get to know’ the Michigan Apple industry and be a part of the tradition of apple production in our state,” said Diane Smith, executive director of the Michigan Apple Committee. ”

Last designed in 2014, the new site has a clean aesthetic that maintains the Michigan Apple brand and showcases photography and videography that is appealing to consumers.

"Our Google Analytics showed us that consumers most often visit our Recipes, Where to Find, and Meet the Growers pages, so we put a lot of effort into enhancing that content and making it easy to navigate," said Smith. “Additionally technology and platform updates mean a more user-friendly experience for consumers and more efficient updates for our staff.”

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. To learn more, visit MichiganApples.com.

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