

# MICHIGAN APPLES MEAN BIG BUSINESS

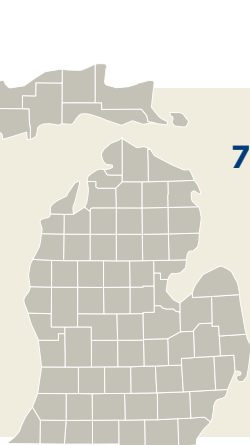


**\$436.2M**  
**GENERATED CASH INCOME**

**SECOND  
LARGEST**  
Apple Producer  
in the USA

**1.15B lbs**  
Michigan apples  
were harvested  
in 2023

Apples **account for 71%**  
of the **cash income generated** by  
fruit grown in Michigan, generating  
**83% more** than the average cash income  
for apples **compared to other states.**



**775 FAMILY-RUN  
MICHIGAN APPLE  
FARMS** are found  
across 80 of the  
83 counties in  
the state.

**3rd** Apples rank **9 out of 37** commodities  
tracked by the USDA in Michigan, and  
**3rd out of all edible crops.**



**FRESH  
24%**



**PROCESSED  
76%**

## AG-TOURISM

Each fall, **thousands of tourists** flock to Michigan's apple orchards  
for the cherished tradition of apple picking and cider tasting.  
Notably, two of **Michigan's orchards earned spots on USA Today's  
Top 10 Orchards in the Nation** list, making Michigan the sole state  
with multiple orchards on the list. The allure of Michigan Apples and  
the tourism experiences they offer **draw people from far and wide.**



## FARM VALUE OF APPLES

Michigan Apples yielded a farm value of **\$142M** in 2022. About  
50% of the state's apples are processed into healthy, delicious  
options for consumers. Processed apples account for **76%  
of the farm value** of apples, making the apple processing  
business incredibly impactful to growers and the state.

**MichiganApples.com • 800-456-2753**

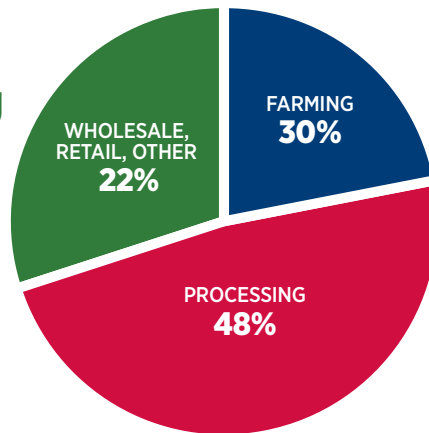
Sources: 2023, 2022, and 2017 USDA NASS, 2022 USDA ERS Cash Receipts, 10best.usatoday.com

## BEYOND THE ORCHARD

The economic impact of Michigan Apples reaches far beyond the orchard. How many of your friends, family, and neighbors work jobs impacted by the Michigan Apple Industry?

### The Impact of Processing

In 2021, food processing accounted for the **largest portion of employment** in agriculture, **comprising 48% with 47,200** individuals employed.



## WHAT'S AN INDUSTRY CLUSTER?

An industry cluster, or allied industries, is a dense grouping of **related businesses, suppliers, and support organizations** within a specific product or service sector. These clusters **play a significant role in driving the economy of the region** where they are prevalent. The Michigan Apple industry is pivotal to the agricultural industry cluster that **accounts for over 805k jobs**.



Michigan's food & agribusiness industry employs **17%** of the state's total **manufacturing employment**, making it the 2nd-largest industry in the state.

Apple processing alone accounts for about **4,000** jobs in Michigan, with around 14 processor operations in 10 counties.

**AROUND 300** warehousing and storage firms storing Michigan Apples across the state.

## MORE THAN AN APPLE...

**12K+ JOBS**



When you take a bite out of a Michigan Apple, you are supporting industries across the state. Without the Michigan Apple industry, those working in allied industries could be out of a job. Here are just a few of the jobs in our state that depend in part on Michigan Apples.

### Wholesale & Retail

Wholesale Fruit Buyers • Produce Sales Representatives • Wholesale Warehouse Workers and Managers • Quality Control Inspectors • Logistic Coordinators • Produce Purchasing Managers • Cold Storage Facility Operators • Packaging Specialists • Order Pickers and Packers • Produce Inventory Control Specialists • Produce Clerks • Produce Managers • Farm Market Vendors • Related Administrative and Support Staff

### Agricultural Support Services

Agricultural Equipment Sales Professionals • Produce Truck Drivers • Agricultural Equipment Mechanics and Technicians • Public and Private Agricultural Researchers • Pest Control Professionals • Pollination Services Professionals • Crop Consultants • Agricultural Waste Management Specialists • Compost Technicians • Soil Testing Professionals • Fertilizer Suppliers and Sales Professionals • Market Data Services • Agricultural Marketing and Advertising Professionals • Cold Warehousing and Storage Workers • Industrial Packaging and Filling Machine Operators • Freight and Stock Movers • Hand Packers

### Apple Processing

Machine Operators • Quality Control Inspectors • Maintenance Technicians • Warehouse Workers and Managers • Packaging Technicians • Juice Production Workers • Food Safety Specialists • Research and Development Technicians • Environmental Health and Safety Professionals • Supply Chain Professionals • Sales and Marketing Representatives • Logistic Coordinators • Related Administrative and Support Staff

APPLES ALONE  
**4K+ JOBS**

Sources: Michigan Agriculture Industry Cluster Workforce Analysis 2021, [michigan.gov/MDARD](http://michigan.gov/MDARD)