

Michigan Apple Committee

NEWS



FOR IMMEDIATE RELEASE

August 18, 2026

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Crunch, Sweetness, and Spice: Find Your Perfect Michigan Apple Match This Fall

Lansing, Mich. – The long-awaited apple harvest seasons is nearly here in Michigan, prompting Michiganders’ mouths to water and taste buds to prepare for all the flavor Michigan has to offer. With dozens of varieties ripening across the state, deciding on the perfect apple comes down to personal taste—whether you crave a crisp tartness or a honey-sweet crunch.

To help consumers navigate the harvest, the Michigan Apple Committee has outlined key release dates and flavor profiles for the season’s most anticipated varieties:

- **Mid-August (Early Harvesters):** Kick off the season with Paula Red (zesty and tart) and Ginger Gold (sweet with a subtle tang), available starting around August 17.
- **Late August (Sweet & Crisp Favorites):** The popular Gala hits markets around August 24, followed closely by the juicy crunch of Honeycrisp starting August 31.
- **September (Tasty Classics):** Golden Delicious and McIntosh will be available around September 7, while Red Delicious, Fuji and Jonagold can be found later in September.
- **October & Early November (Flavorful Newcomers):** The refreshing and floral Ambrosia will be available around October 5, long-lasting EverCrisp® picked around October 26, and closing out the Michigan Apple season, the pink, crisp and juicy Cripps Pink available November 2.

A complete harvest schedule and variety guide can be [found here](#).

“Every Michigan Apple variety brings something entirely unique to the table, from texture and crunch to the balance of sweet versus tart,” said Diane Smith, executive director of the Michigan Apple Committee. “We encourage consumers to branch out beyond their usual choices this season. Try something new at your local orchard or grocery store - you might just find your next favorite.”

To celebrate the diversity of the Michigan Apple crop, the Michigan Apple Committee is introducing a fun social media campaign pairing popular apple varieties with unique personality profiles. Consumers can follow along on Instagram and Facebook to discover which apple aligns with their lifestyle and flavor preferences.

“We are excited to share our apple personalities on social this fall, in hopes it will inspire consumers to learn more about the different varieties and get excited about the 2026 crop,” said Smith.

Michigan’s apple industry is powered by 850 multigenerational farm families—many now in their fourth or fifth generation—dedicated to growing world-class fruit. Consumers can support local growers by visiting cider mills, farm markets, and agri-tourism destinations, or by choosing Michigan-grown apples at their local grocery store.

The Michigan Apple Committee works on behalf of Michigan apple growers through marketing, research, education, and outreach to increase consumption, support growers, and ensure a strong and sustainable apple industry. To learn more, visit MichiganApples.com.

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