



PREMIUM VARIETIES

HONEYCRISP
Sweet, crisp, juicy



GALA
Sweet and crunchy



FUJI
Sweet and crunchy

POPULAR VARIETIES



BRAEBURN
Mildly sweet, crispy



COURTLAND
Tender, juicy, hint of tartness



EMPIRE
Sweet, tart



JONATHAN
Sweet-spicy



GOLDEN DELICIOUS
Sweet, firm



IDA RED
Tart, firm, juicy



JONAGOLD
Sweet, firm, juicy



MCINTOSH
Sweet-tart, juicy



GINGER GOLD
Sweet-spicy, firm



RED DELICIOUS
Sweet, juicy, crunchy



ROME
Mildly tart, juicy



JONAMAC
Rich, spicy



PAULA RED
Sweet-tart, juicy

MERCHANDISING TIPS

- Offer consumers a wide variety of options. Introduce new variety next to favorites.
- Keep apples on refrigerated tables to keep them looking their freshest.
- Different size apples meet different needs, so keep both large and small apples on your display. Market smaller varieties to parents and kids looking for a lunch box staple. Push larger apples as a good fit for cooking.
- Use apples' vibrant and varied colors to create an eye-catching display.

APPLES ARE THE LARGEST AND MOST VALUABLE FRUIT CROP IN MICHIGAN.

3RD LARGEST APPLE PRODUCER IN THE USA

AVAILABLE almost YEAR ROUND because of controlled atmosphere storage.

1/2 Half of Michigan apples are sold ready to eat. The others are processed into other products.

There are more than **11.3 MILLION** apple trees in commercial production, covering 35,500 acres on 825 family-run farms in Michigan.

Michigan apple crops are now available at Indy Fruit. Ask your sales rep for details.



Indianapolis Fruit
Distributors of Fruits Vegetables & Floral

