



**MICHIGAN
APPLES**

Michigan Apple Committee 2015

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Who We Are

Apples are Michigan's #1 fruit crop, ranking 10th on the list of top agricultural products.

In 2014, Michigan growers harvested about 24 million bushels of apples.

Michigan Apples have a farm gate value of \$245.81 million.



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Who We Are

There are 850 apple growers in Michigan, many of them the 5th or 6th generation working the orchards.

There are approximately 9.2 million apple trees in commercial production, covering 36,500 acres of our state in 37 counties.



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Michigan Apple Committee

Mission:

The Michigan Apple Committee engages in marketing, research, education and communications for the benefit of Michigan's apple growers. Our mission is to enhance the reputation of Michigan Apples, improve their share of sales in target markets and aid the profitability and sustainability of Michigan's apple industry.



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About MAC

MAC is about the Grower

- Formed under P.A. 232
- Funded by grower dollars
- Average \$2M annual budget
- Board of growers represent 850 apple growing families
- 76 years old
- Staff of 8

MAC focus areas

- Market Development
- Research
- Education



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Market Development

Marketing Fresh Apples

- Retailers
- 26 states
- 18 countries
- Nearly year-round

Marketing processed apples

- Nationwide
 - Restaurants
 - Food Service



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Market Development

Retail Marketing

- In-store circular ads
- Demonstrations and samplings
- Display contests
- Bins and point-of-sale signage
- Social media
- Cross-promotions
- Marketing programs
 - Buy Local
 - Healthy Living



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Buy Local Program

- Year-long local message with heavy focus on fall
- Social Media/PR focus
 - “Local” partnerships
 - Conversation focus
 - Telling the story
- Tailor programs to individual retailers



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Buy Local Program

Specialty Crop Block Grant – Local Region

Local message communicated through in-store activities and displays as well as via social media

Includes:

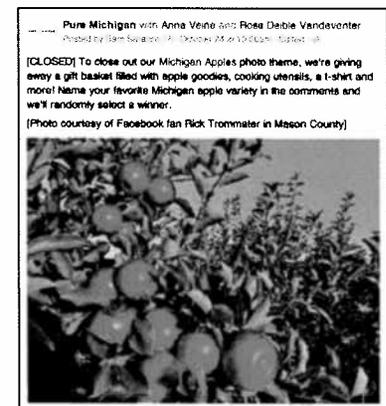
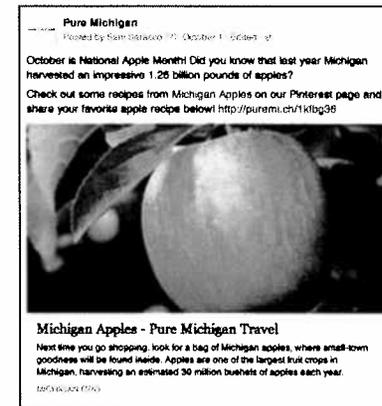
- Display materials (custom)
- Pure Michigan Radio
- Development and implementation of social media campaign
- In-store activities

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Pure Michigan Apples

- First commodity to partner with Pure Michigan in 2011
- Ability to leverage Pure Michigan brand
- Partnership provides ability to:
 - Advertise affordably in key target markets
 - Reach additional consumers online
 - Participate in events to which we otherwise wouldn't have access



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Healthy Living Program

- Leverages post-New Year's consumer desire to commit to a healthier lifestyle
- Extends marketing season for apples past the Holiday Season
- Treadmill giveaway sweepstakes (194,000+ entries in 2015)
- Valid in all states where Michigan Apples are sold



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Healthy Living Program

- Program continues to work well
- Tailor program to retailer needs
- Custom signage with sweepstakes message
- Incorporate process product where appropriate



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Research

MAC funds research to help growers produce the best quality fruit possible. Research conducted includes the topics like:

- Production techniques
- Pest and disease management
- Quality control and improvement
- Marketing



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Consumer Education

- Events
 - Zoo Boo at Detroit Zoo
 - Spooky Zoo at Lincoln Park Zoo
- Partnerships
 - Pure Michigan
 - Blue Cross Blue Shield of Michigan
 - Detroit Red Wings
- Media Relations
- Advertising
 - USA Today Modern Woman Magazine



PURE MICHIGAN®

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Consumer Education

- E-blasts
- Online
 - Website
 - Social Media
 - Facebook, Twitter, Instagram, Pinterest and YouTube



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Challenges and Concerns

- Ag Labor
 - Michigan Apple growers need a workable ag labor program
- Larger crops out west
 - Washington continues to grow record numbers of apples.



Washington apple growers expect record crop



http://media.columbian.com/story/2013/11/19/5255408-11-19_Ag_ApplePicks.html

Wenham had apples in October 2011 into a bin at an orchard in Wenham. Apple growers in Washington state say they could have one of their best harvests ever — but they have been desperate for workers to pick the fruit. (Shannon Downey AP/WIDEWORLD)

By Associated Press
Published: August 9, 2014, 2:57 PM

WASHINGTON — Washington growers are expecting another record apple crop, saying the year's harvest could be the largest ever.

Growers and packers are forecasting a harvest of 140 million boxes of apples, if that happens, it would easily top the 2012 record of 129 million boxes. The Yakima Herald-Republic reported in Saturday's newspaper.

Jon DeFuria, executive director of the Yakima Valley Growers-Shippers Association, said they're expecting a good-sized crop of high-quality apples.

He credits warm spring weather and more high-density orchards because growers have not increased their acreage in 25 years.

Tri-City Herald Voice of the Willamette Valley

HOME NEWS SPORTS BUSINESS ENTERTAINMENT LIVING OPINION DISTRICTS LOCAL DEALS

Local News

Washington crops hit \$10 billion record

BY ARISE PHELPS
Published: August 9, 2014



Washington apple growers have reaped the third consecutive year with bumper harvests, reaching \$10 billion in 2013.

Contributing to the 2 percent increase over the previous year were rising high-fructose corn syrup, cider, juices and beers, according to data released Monday by the U.S. Department of Agriculture.

The rising crop values created some anxiety among Washington's high-tech crops, causing some to reexamine their practices on the way.

The value of the state's apple crop...



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Questions?

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Thank you!



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