



Produce Profile: APPLES



HOW MANY VARIETIES OF ORGANIC APPLES DOES OGC CARRY?

OGC is proud to offer over 60 varieties of apples. From heirloom varieties like Golden Russet and Winesap, classics like Fuji and Gala, modern cultivars like Cosmic Crisp and import varieties like Dazzle and Diva, there's an apple for every eater all year long!

WHAT IS AN HEIRLOOM APPLE?

These apples are some of the oldest cultivars, passed down from generation to generation, and possess some of the outstanding traits that eventually influenced modern apple varieties. These varieties display traits that are considered "old world" including russeting, lop-sided shapes, firmer textures, higher acidity and smaller sizes. These apples are often sought out by cider makers and other producers and eaters that appreciate their dynamic flavor and eye-appeal.

HOW DOES OGC PROVIDE A YEAR-ROUND SUPPLY OF APPLES?

By sourcing both domestic and import apples, combined with advances in cold storage technology, OGC, in collaboration with our grower partners, is able to keep apple fans supplied year-round.

FROM WHICH REGIONS DOES OGC SOURCE APPLES?

The Northwest is one of the world's premier apple growing regions and we are fortunate to be a stone's throw away from orchards in California, Oregon, Washington and Canada. The greatest volume of varieties that we source come from this region.

During spring and summer in the Northwest, when the Southern Hemisphere seasons have turned to fall and winter, we source import apples from New Zealand and South America to fill in gaps when Northwest grown storage apple supplies have dwindled.

WHEN DOES NORTHWEST APPLE SEASON PEAK?

The greatest number of varieties from this region are harvested mid-September through late-October. It's truly the best time of year to celebrate the delicious diversity that this category offers. Many of these apples will be available into the spring, so note your shoppers' favorites in OGC's Apple Primer (included in this toolkit) and plan your long game!

MERCHANDISING TIPS

- Use classic apple varieties to build a strong foundation for your apple displays. Eaters are always happy to see great quality, familiar apples like Fuji and Granny Smith and these varieties can help elevate less-familiar apples.
- Bring in a variety of colors. From uniform red and green, to bi-color, yellow and varieties with stippling and stripes there are endless combinations to capture shoppers' attention.
- Build color breaks into displays. With so much variety, be sure shoppers can easily tell the difference between similarly colored apples. Use solid colors to break up stippled and striped varieties.
- Find multiple locations in your store to place apple displays. Front and center during the height of the season, an end cap when possible, and anywhere close to the register can help inspire impulse buys.
- Sample, sample, sample! Seek out varieties that are slow to oxidize if you plan to passively sample so slices look fresh and appealing. If you can staff a sample table, cut apples on demand.
- Place POP in displays. There's a great set included in this toolkit!
- Cross-merchandise when possible, and especially during the holiday season, with other seasonal produce and items from grocery.
- Apples are always in demand! Plan to keep spring and summer fruit sets stocked with enticing options to net sales 12 months out of the year.

