

WHAT'S NEW IN APPLE VARIETIES


WHAT'S IN ,WHAT'S OUT?

PRESENTED BY: STEVE LOUIS,
OAKWOOD FRUIT FARM

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WHO AM I:

- Steve Louis
- President Of Oakwood Fruit Farm
- Graduated from UW Madison with a degree in Horticulture
- 180 acre apple orchard near Richland Center,WI
- 4th generation family business, 117 years in operation
- We have a wholesale operation and a retail store



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WHOLESALE SIDE:

- Pack our own apples
- Market with Wescott Agri products out of Elgin, MN



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RETAIL SIDE:

- Farm market and bakery
- Open mid August to late December



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■ Wholesale vs Direct Market

- Know your market when making planting decisions
- What you plant depends on how and when you market

WE HAVE BOTH AND HAVE TO THINK BOTH WAYS

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WHOLESALE SIDE

- Pick and ship or long-term storage
- What are your buyers wanting and in what amounts
- Is there a “Gap” in your season and can you fill it? Picking schedule or marketing?

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WHOLESALE SIDE

- The Grocery store shelves have become very crowded, must buyers now sticking with old favorites
- Gala, Fuji, Honeycrisp, Granny Smith, Pink Lady
- Old standbys that are losing ground:
 - McIntosh, Cortland, Jonagold ,Red and Golden Delicious
 - Consumers are baking less
 - Less families, single people buy less fruit

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WHOLESALE SIDE

- Randy Riley, the Director of Produce for Kroger foods, one of the largest grocery chains in the US said,

“Too much internal competition from less then ideal varieties with declining sales is a burden on the whole apple category, because they are taking up valuable shelf space. Apple growers should learn from other industries like automakers. It was only a short time ago when they nearly went bankrupt because they were holding on to outdated models. When the they had declining sales in brands that had perceived quality issues, what did they do? They cut the dead wood out.”

He delivered this message as the keynote speech at the annual U.S.Apple Association outlook conference.

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PREMIER HONEYCRISP






- We have picked it for 7 years now
- Has performed well here
- Picture is the 16th of Aug



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FUTURE

- Fuji Sports: Daybreak, Morning Mist,Auvil Early, Rising Sun
- 4 to 5 weeks earlier; easier to grow for our season
- Ripen mid to late September:
- Red Sports: Aztec
- Ripens mid to late October




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AMBROSIA

JUST CAME OFF PATENT;ANYONE CAN GROW NOW

RIPENS MID SEPTEMBER

ALREADY HAS SPOT ON THE SHELF



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CLUB VARIETIES

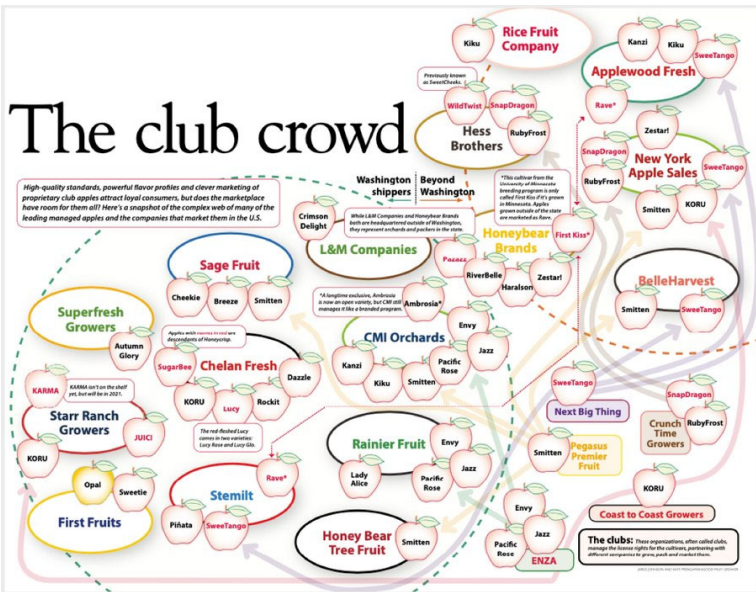
- Most growers don’t have the ability to plant if not in the club
- Usually controlled by large companies or by the state they are developed in
- Company controlled = Rave, Sweet Tango, Pazazz
- State controlled = Cosmic Crisp (WA), Ruby Frost (NY), First Kiss (MN)

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CLUB VARIETIES:

- Do you have access or can you get it? (Farm gate or direct to customer exceptions)
- Getting much harder to get wholesale customers to take a new variety, very crowded shelf in stores
- Last two years have made wholesale buyers much more cautious, sticking to old favorites

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THE CROWDED CLUB MARKET

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COSMIC CRISP

- The 5 million bushel monster in the room (and more to come)
- Expect 21 million bushel by 2026
- Washington State only
- Honeycrisp x Enterprise
- 17 million trees planted so far
- Huge marketing budget, \$10 million
- Will have big effects on the whole sale market because of the:
 - Volume that will hit the market all at once.
 - The amount of money behind it
 - Some problems starting to pop up; one grocery chain has already dropped it



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DIRECT MARKET SIDE

- Know your season, Know your customers
- Are you selling just on your farm or at a farmer's market that continues later into the year
- Are there times in the season you have room to or need to add a variety?
- Much easier to try new variety here. You have the customer there to talk to and explain the good qualities of a new variety
- Put some in and try different ones
- New high color sports can improve an older variety.
- Just make sure we don't pick it too soon just because color is there

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DIRECT MARKET SIDE

- Midwest Apple Improvement Association (MAIA)
- Great way for average grower to get access to new varieties
Pay yearly dues and become a member; Then yearly royalty per tree payments after that
- Always working on adding more varieties that work well in the Midwest

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MAIA

- MAIA I: **Evercrisp**
- First release
- Fuji X Honeycrisp
- Ripens late October
- Very crisp , sweet flavor
- Stores very well
- Hangs well, long picking window
- Can have a muted Fuji color
- Really manage crop load for best color
- Very spindly tree, can become a bush if not pruned right



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MAIA

- MAIA-SM: Sweet MAIA
- Honeycrisp X Winecrisp Cross
- Ripens late August
- Crisp sweet flavor
- Hangs well, but flavor can change if left too long
- Tends to be small, so good crop load management a must



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MAIA

- MAIA II: Rosalee
- Honeycrisp X Fuji cross
- Harvests 2 weeks after Golden Delicious
- A floral taste with a great texture



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MAIA

- MAIA 12: **Summerset**
- Honeycrisp X Fuji Cross
- Harvest is late Honeycrisp season
- Very crisp texture with a more tangy flavor
- Large fruit size



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MAIA

- MAIA-Z: **Sweet Zinger**
- Gold Rush X Sweet 16
- Harvests 3 weeks after Golden Delicious, late October
- Very Crisp with sweet/tart flavor
- Stores well
- Large size fruit



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MAIA

- MAIA-L: Ludacrisp
- Harvests 3 weeks after Golden Delicious
- Large fruit size
- Tropical Flavor, very crispy
- Must store for 3 to 4 weeks at least before proper flavor develops
 - Can taste “off” at harvest time, this can be a bit tricky



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OTHER DIRECT MARKET VARIETIES

- Disease resistant varieties

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DISEASE RESISTANT

- **Galarina:**
- Gala type apple, crisp and sweet
- Scab resistant
- Good color; red to orange
- Late September harvest
- Hangs well and stores up to 4 months
- Can be small so good crop load management is needed
- More hardy than Gala



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DISEASE RESISTANT

- **Crimson Crisp**
- Harvests in late September, just after honeycrisp
- Very firm texture, with a tart flavor
- Very pretty red apple, 95% color
- Hangs well, stores up to 6 months
- Grower friendly tree, low vigor
- Medium size fruit
- Scab resistant



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DISEASE RESISTANT

- Ruby Rush
- Goldrush X Enterprise Cross
- Sweet flavor, crisp texture
- Harvests late September
- Very pretty red blush color
- Stores well, up to 4 months
- Resistance to scab, fire blight and cedar apple rust



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DISEASE RESISTANT

- Story- Inored
- Red Blush
- Very dense apple, sweet flavor
- Harvest is 4 weeks after golden delicious, Late October
- Exceptional storage, up to 8 months
- Scab resistant



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DISEASE RESISTANT

- **Triumph**- MN80
- Honeycrisp X Liberty cross
- Nice red color
- Tart, well balanced flavor
- Harvest is late September
- Good storage
- Some stem bowl russetting
- Scab resistant



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NEW YORK RELEASE

- **Cordera**: NY56
- Slightly sweet
- Scab and cedar rust immune
- Harvest is early October
- Large size
- Low vigor tree



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OTHER INTERESTING VARIETIES: NOT DISEASE RESISTANT

- **Pink Luster-** NY73
- Also New York release
- Harvest is mid September
- Large size, conic shape
- Crisp texture with attractive mild flavor
- Pretty pink blush



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ANOTHER NEW YORK RELEASE

- **Firecracker-** NY109
- Harvests Mid October
- Firm and crisp
- High brix
- Full complex flavor; very aromatic
- Long storage
- Good for hard cider



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OTHER INTERESTING VARIETIES

- **Pixie Crunch**
- Very crisp, sweet flavor
- Harvests mid September
- Hangs on tree well
- Size can be small
- Very popular with kids



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OTHER INTERESTING VARIETIES

- **Barnsby Pinklady**
- Same great pinklady apple but harvests 6 weeks early
- Late October
- Same tart flavor
- Very pretty pink color
- Very good storage, up to 6 months
- Watch fire blight

Can work on the wholesale side too




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OTHER INTERESTING VARIETIES

Dandee Red

- Early Paula Red Sport
- Harvest mid to late August a week ahead of Paula Red
- Large size, very firm fruit, pressure above 17
- Stores well for early apple
- Color is bright red over 90 % of the apple
- Good early to mid season McIntosh type apple

Looks more like a McIntosh



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OTHER INTERESTING VARIETIES

- Lucy; two varieties
- Both red fleshed
- Lucy Rosy
- Red color; Sweet berry like flavor
- Lucy Glo
- Yellow color; tart with a hint of sweetness
- Must have "Farmgate/ Farm market license"



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Oakwood Fruit Farm

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SOME OTHERS COMING SOON

QUESTIONS?????