

Eat More Apples™

An industry wide initiative to increase fresh apple consumption in the US market.



Agenda

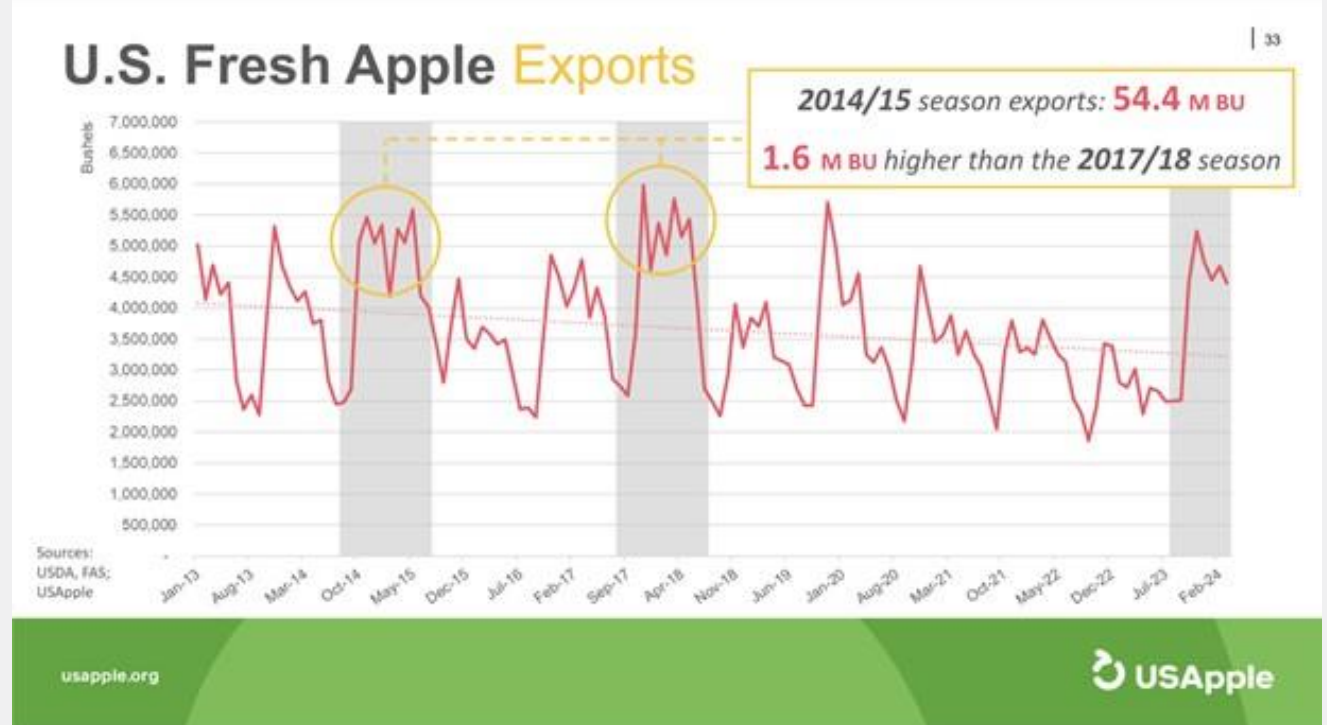
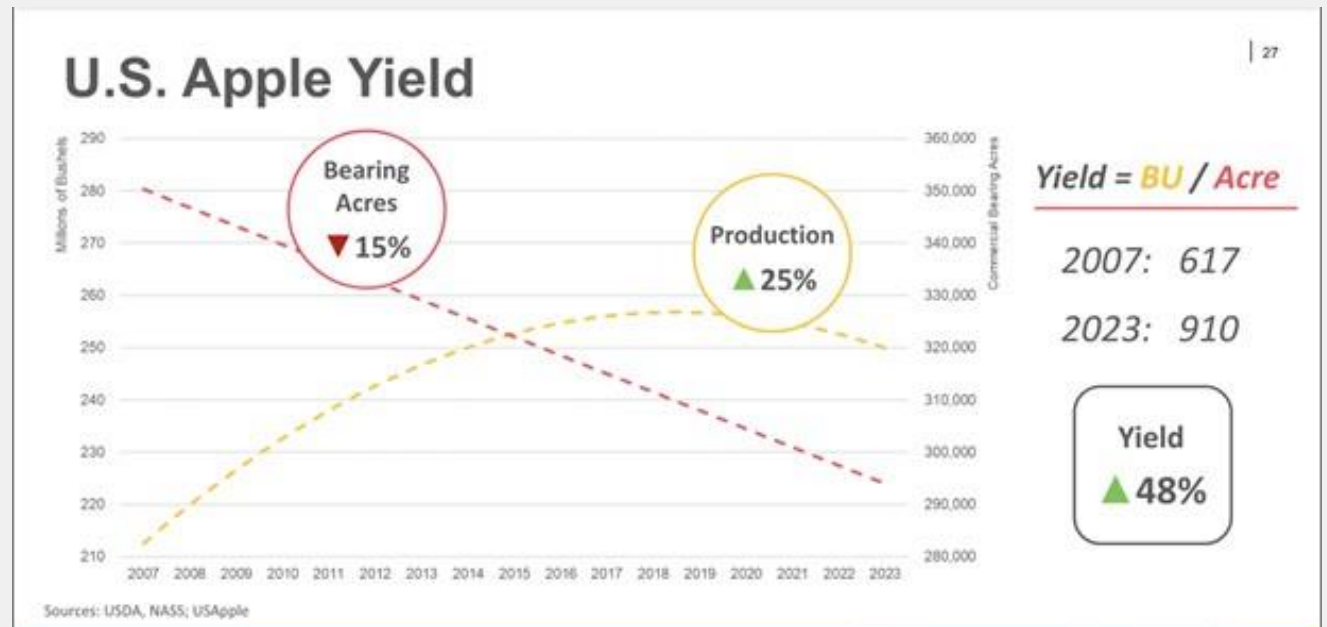
Clear Up Misconceptions:

- **No new grower assessments.**
- Industry wide initiative.
- Supporting ALL fresh apples grown in the US
- Fresh Apple Data and Trends
- Consumer Insights
- Consumption Campaign
- How can you help?



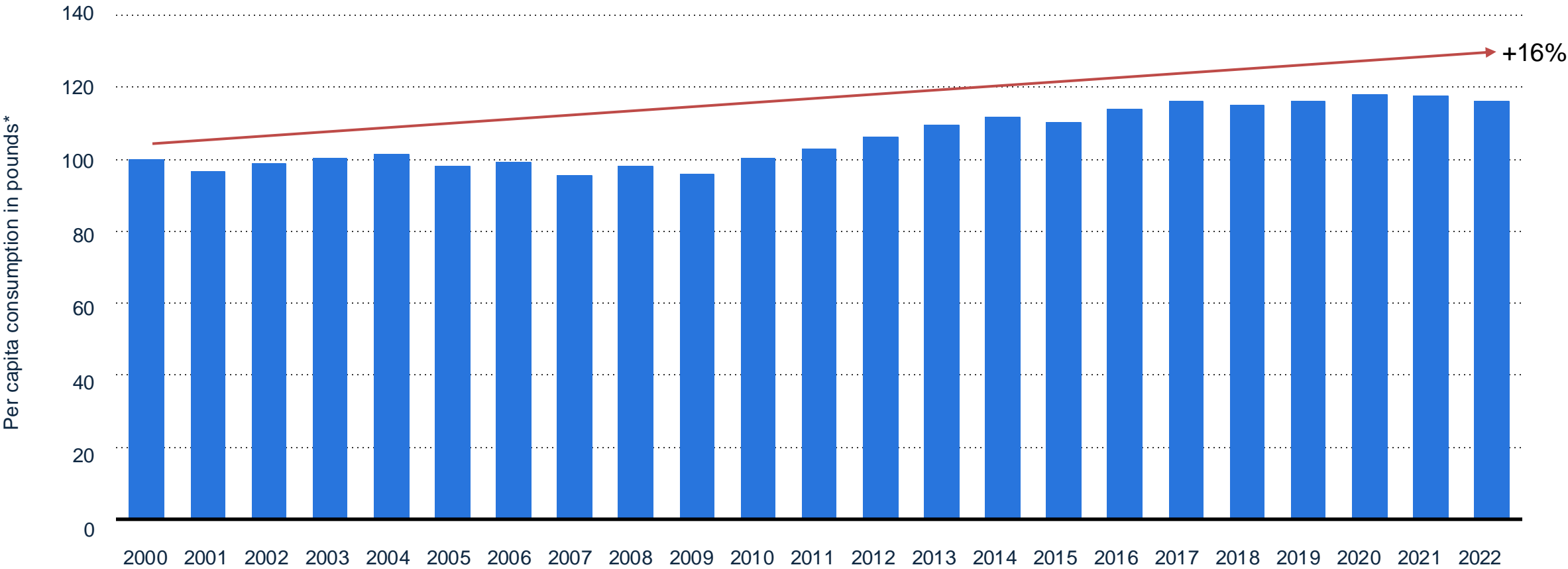
Domestic Apple FOB Challenges

- Oversupply.
- Declining export demand.
- Static to declining consumption in the US market.



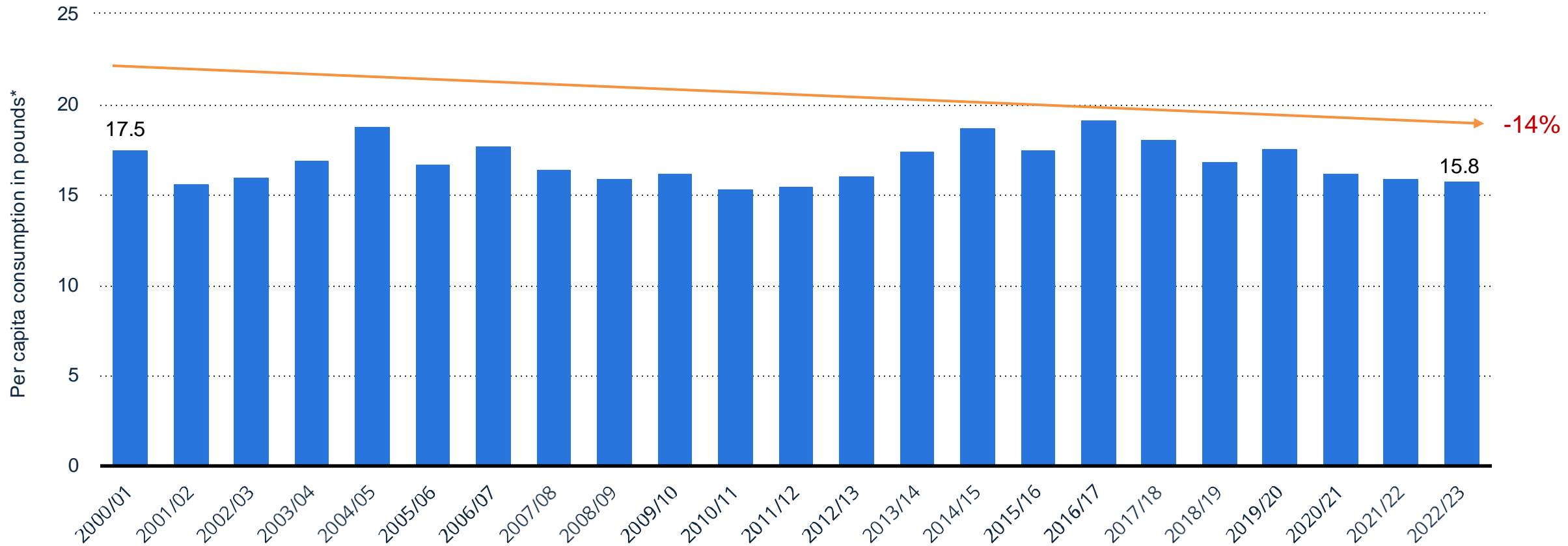
Consumers in the US are eating more Fresh Produce per capita.

2000 to 2022 (in pounds)



Fresh Apple consumption per capita in the US is declining.

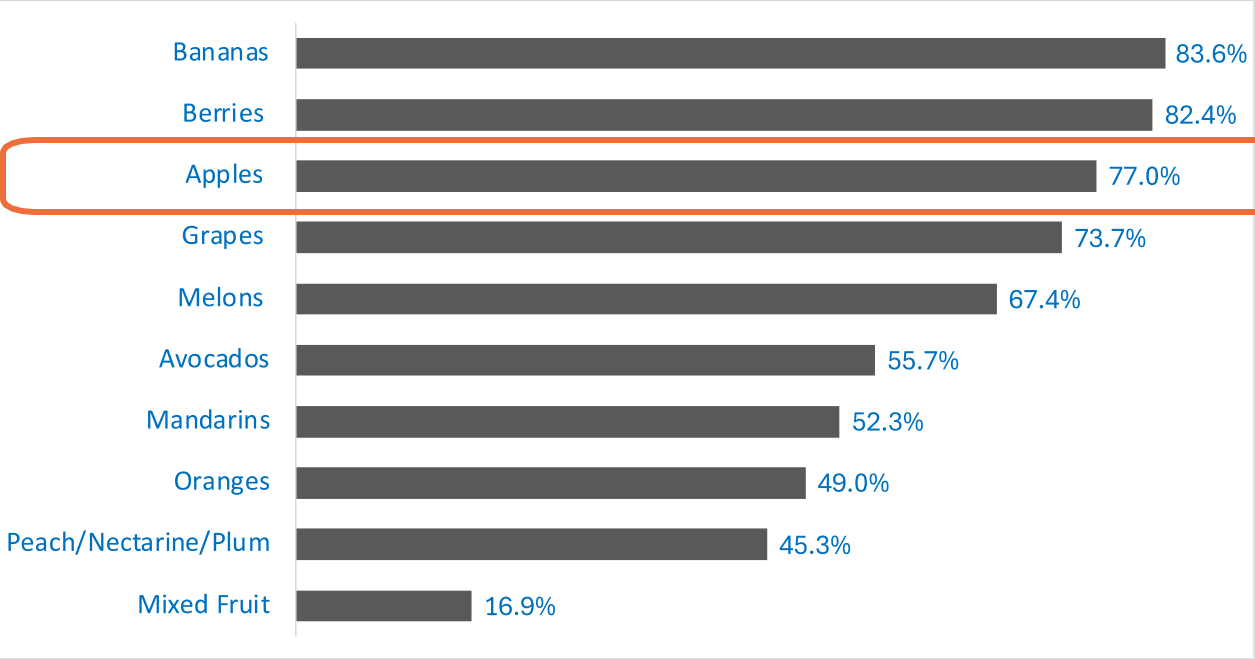
2000/01 to 2022/23 (in pounds)



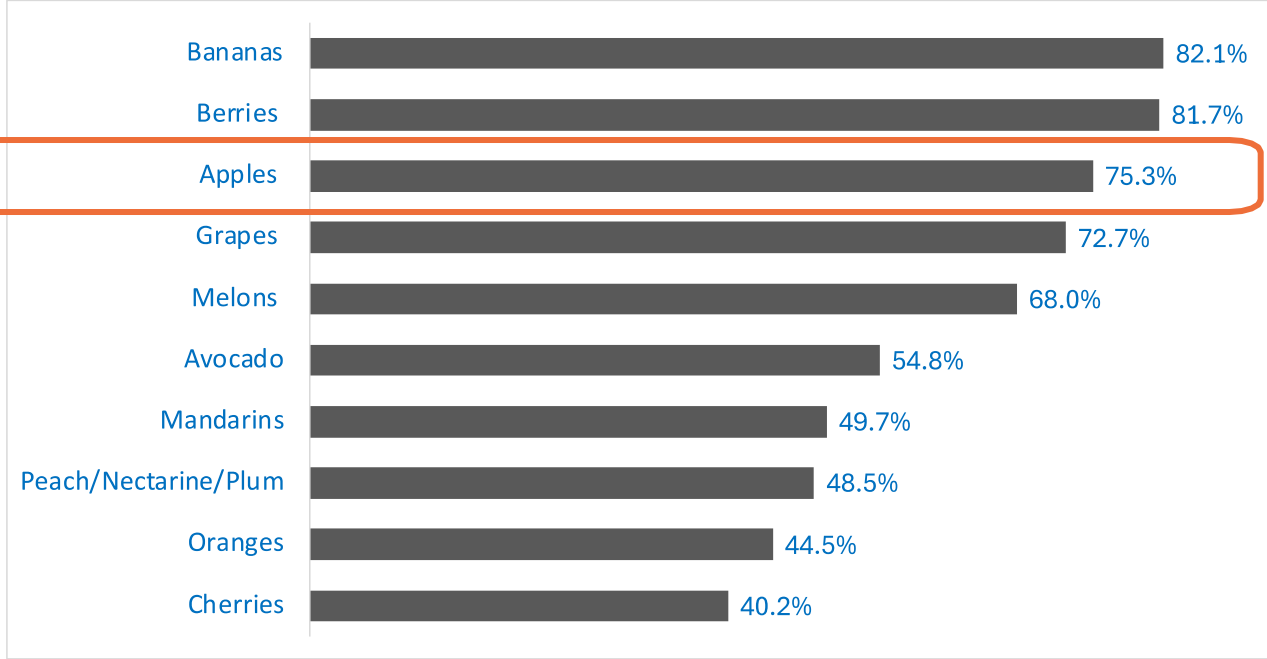
- Consumption has fluctuated from high of 19.2 lbs. (2016/17) to low of 15.3 lbs. (2010/11)
- Crop volumes, exportability, competitive category volume/pricing all play a role as well.

Household Buying Trends on Fresh Produce

% HH Buying: Fresh Fruit 2023



% HH Buying: Fresh Fruit 2024



- US Households buying fresh apples have declined -1.7% over the past year.

331 mil	131 mil	98.6 mil	32.4 mil	2.3 mil
Total USpopulation	Total USHH	Total USHH purchasing apples	Total USHH NOT purchasing apples	Total USHH we lost YOY

The 2024 Dirty Dozen™

Of the 46 items included in our analysis, these 12 fruits and vegetables were the most contaminated with pesticides.



Strawberries

The average American eats about eight pounds of fresh strawberries a year – and with them, dozens of pesticides, including chemicals that have been linked to cancer and reproductive damage, or that are banned in Europe.

[LEARN MORE](#)

02

Spinach

Spinach is packed with nutrients – but also EU-banned pesticides

03

Kale, collard & mustard greens

More than half of kale samples tainted by possibly cancer-causing pesticide

04

Grapes

05

Peaches

Peaches pack a punch when it comes to pesticide contamination

06

Pears

Pears among the most pesticide-contaminated fruit in EWG's Dirty Dozen™

07

Nectarines

08

Apples

Apples doused with chemical after harvest

09

Bell and hot peppers

10

Cherries



11

Blueberries

Blueberries back on the Dirty Dozen™, with traces of several toxic pesticides

12

Green beans

Green beans join the Dirty Dozen™, tainted by a pesticide EPA banned over 10 years ago

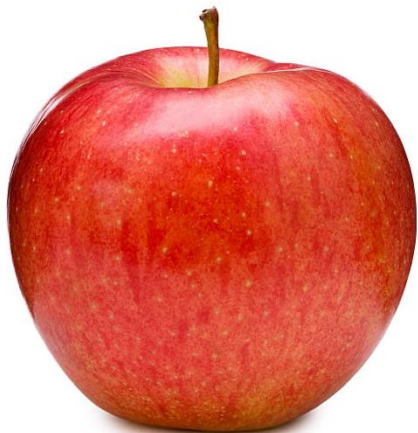




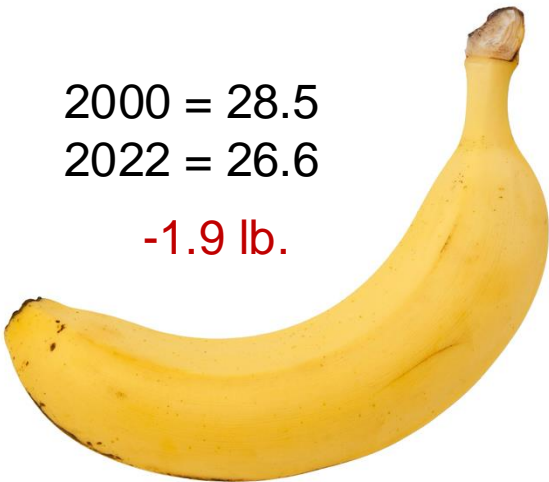
Apples are yummy
unless they've been
cursed. Warning: Do
not eat talking food.

Per Capita Consumption of Fresh Fruit in The United States

From 2000 to 2022 (in pounds)



2000 = 17.5
2022 = 15.8
-1.7 lb.



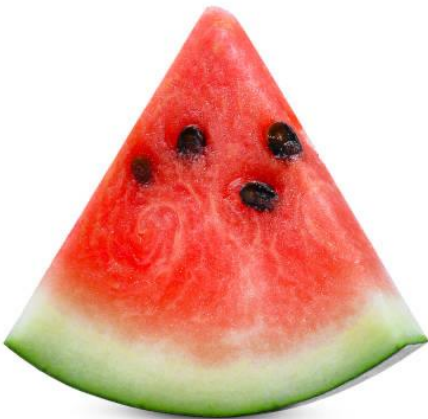
2000 = 28.5
2022 = 26.6
-1.9 lb.



2000 = 7.5
2022 = 8.6
+1.1 lb.



2000 = 2.2
2022 = 9
+6.8 lb. ★



2000 = 13.8
2022 = 14.1
+0.3 lb. ★

Grower Assessment funded national marketing campaigns.



Mission:
Build a brand. Grow demand.

\$0.025 per 1# of avocados that cross the US border.

Annual Budget: \$80M



Mission:
Make watermelon an everyday healthy choice.

\$0.03/100# paid by both handlers and producers = \$0.06/100#

Annual Budget: \$4 M



Mission:
Strengthen demand for potatoes.

\$0.03/100#

Annual Budget: \$22.3M

- Marketing \$9.8M
- Large, established retail footprint.
- Flat to declining consumption.
- Framed as "unhealthy".
- Targeted by Dirty Dozen.
- Retail Commodity = Dollars + Margin

Who is talking to US consumers about apples?

Sales and Marketing Desks

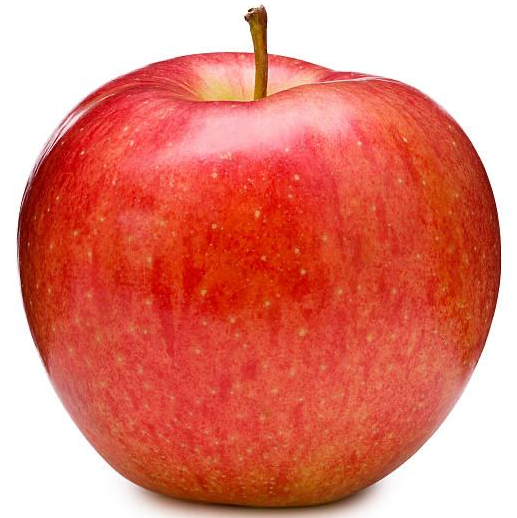
- Excellent content and innovation.
- Lack scale
- Focus on proprietary varieties.

State Level Commissions

- Regional + Export Focused.

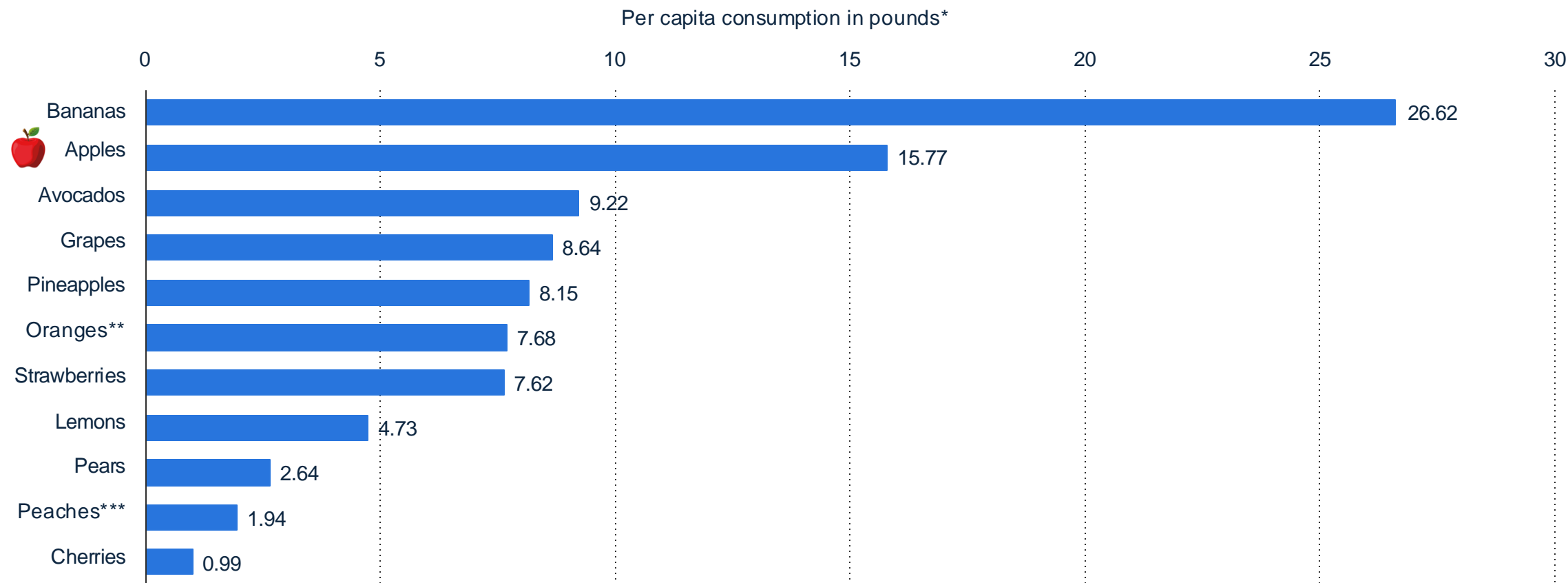
National Level Commissions

- Government relations + Food Safety



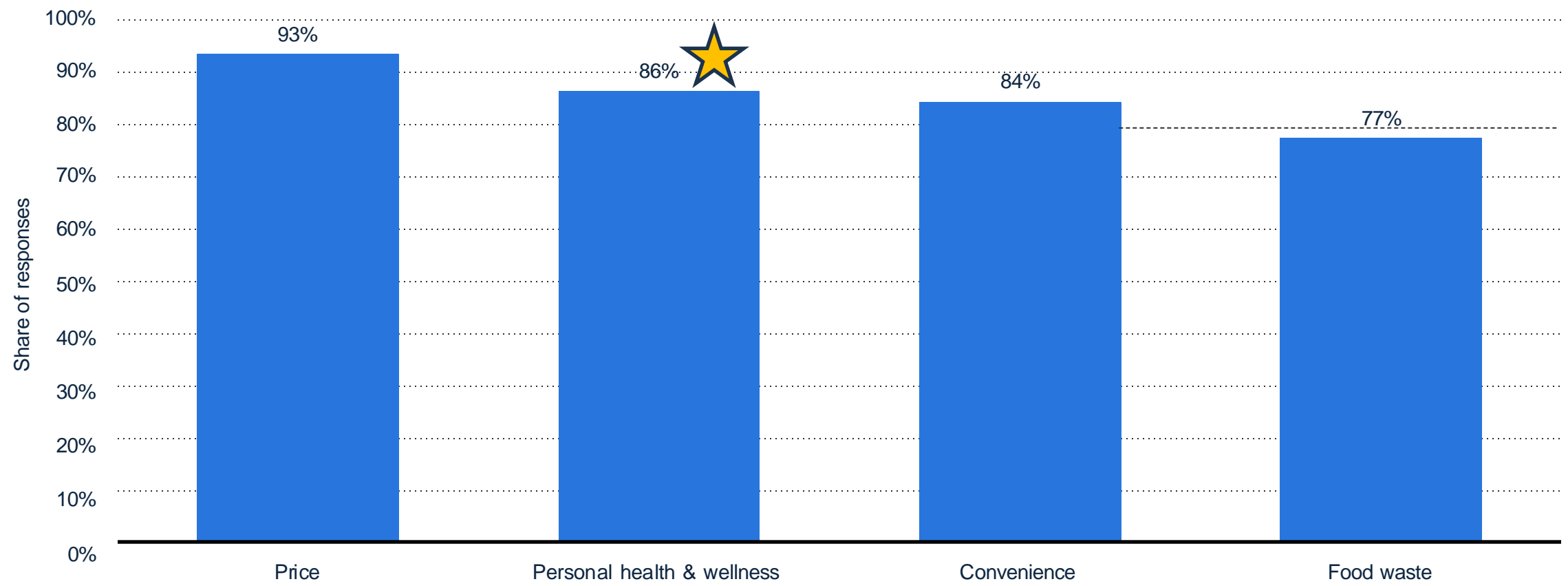
Apples are the #2 consumed Fresh Fruit in the US.

2022-2023



Drivers of Fresh Food Consumption Among Consumers in the U.S. in 2023

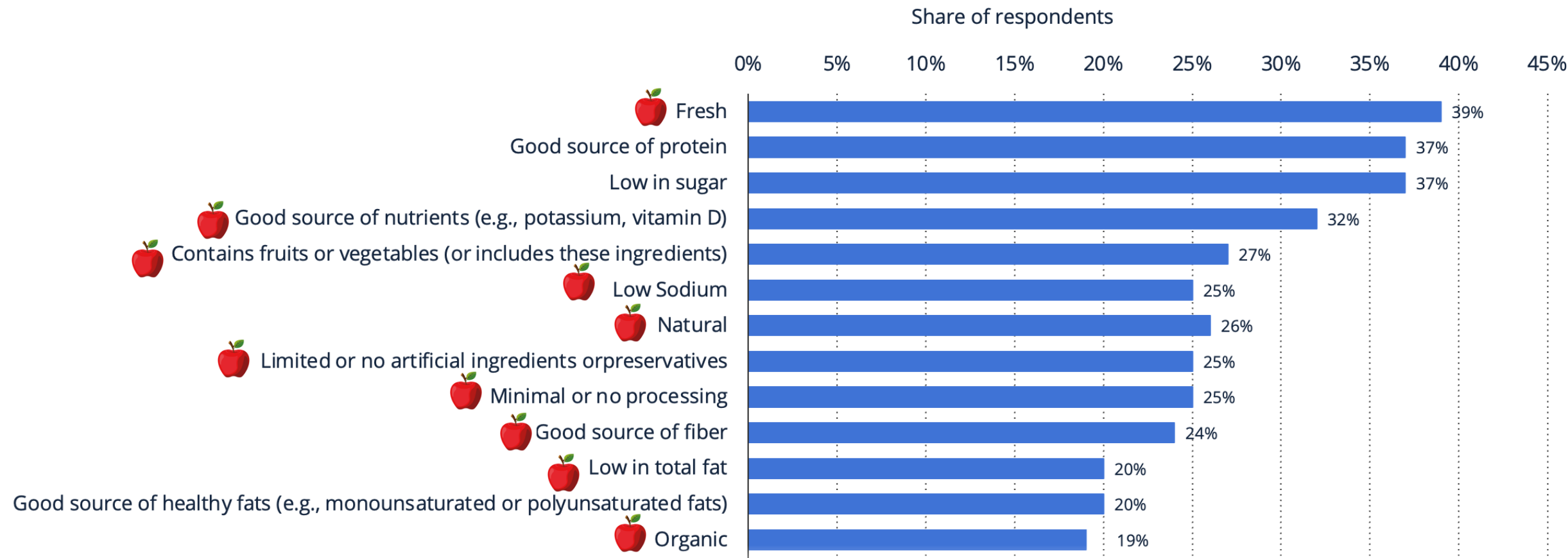
Personal health and wellness benefits are the #2 driver for consumers decision making on what fresh foods to buy.



Description: In the U.S., 93 percent of consumers reported that price was a driver for purchasing fresh food. Consumers also commonly reported that personal health and wellness was an important driver for fresh food purchases that year. Read more | Note(s): United States; July 2023; 2,000*; *The source used a survey approach that was designed to approximate US census demographics. Read more | Source(s): Deloitte

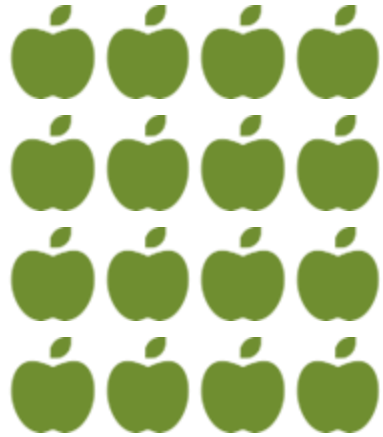
Consumers' Definitions of Healthy Food in the United States in 2024

Apples are a perfect fit for 10 out of 13 consumer definitions of a “healthy food”.



Description: In 2024, about 39 percent of respondents in the United States that the term "fresh" best defines healthy food to them. This was the most frequently chosen definition. The term "low in sugar" was the third most frequently chosen definition for healthy foods, with nearly 37 percent of respondents choosing this definition. Read more | Note(s): United States; March 23 to April 4, 2024; 3,000 respondents; 18-80 years | Source(s): Greenwald & Associates; IFIC

Per Capita Consumption in lbs.



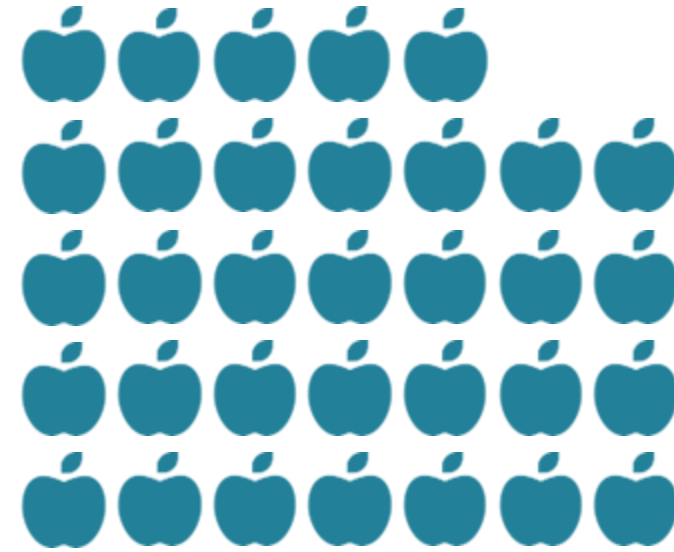
16 lbs.

USA

10% Increase

1.6 lbs. x **331** mil

13.2 million bushels



33 lbs.

EUROPE

33lbs per capita

17 lbs. x **331** mil

141 million bushels

Apple Consumption Program Overview



Goal

Collaborative consumer marketing campaign focused on driving fresh apple consumption in the domestic market.



Funding

No additional grower lift.

Explore grants, private sector and secondary partner investments.



Tactics

Consumer Led
+ Shopper Targeted

Paid Digital, Social Media,
Influencer partners

Retail Platform Activations –
no “pay to play” features or ads.



Key Messages: Wellness



Fiber – Eat the skin

Soluble and Insoluble Fiber

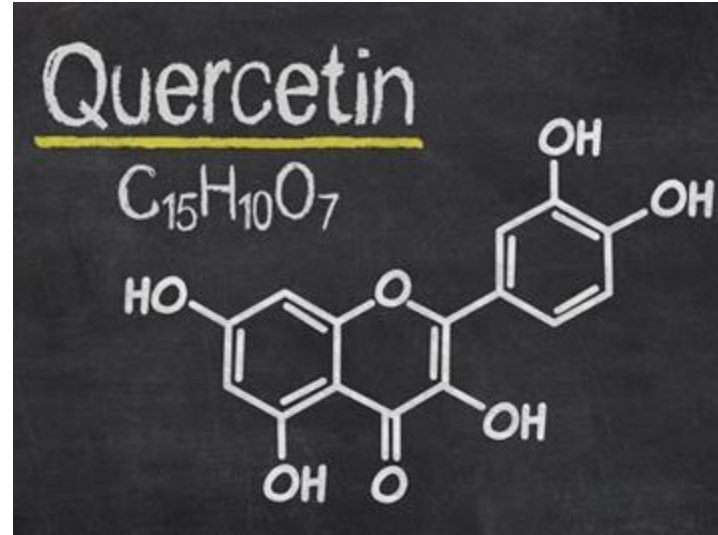
5 grams of fiber/20% daily value

Gut Health

Lower Cholesterol

Weight Loss

Prebiotics



Powerful Phytonutrients

Lower Inflammation

Boost Immunity

Lower Cholesterol

Heart Health

Fight Diseases

Mental Health



Hydration & Energy

Apples are 85% water

Natural Electrolytes

Blood Sugar Control

Clean Energy - 100 calories

Vitamin C

Magnesium

GLP-1's are changing consumer food purchases (Ozempic, Wegovy)

OBSERVED PATTERNS 6 MONTHS POST ADOPTION:

1. **Reduce grocery spending:** Approx. 6% on average + 9% in higher \$ households



DECREASED spending
on calorie dense, processed
items and an 11% decline
in savory snacks



INCREASED spending
on nutrient-dense
purchases – yogurt and
FRESH PRODUCE.

2. Reduced away-from-home spending at limited-service established like fast food and coffee shops.
3. Reductions at breakfast and especially during dinner times.



Apple Consumption Team Committees

1. Industry Partnerships
2. Shopper Insights
3. Objective and KPIs
4. Wellness
- ★ 5. Quality
6. Retail Partnerships
7. Funding
8. Sustainability

Pilot Program: Winter 2024/25

- **Founding Member by Invitation Only**
- **Establish Proof of Concept**
- **Target Audience**
- **Clear KPIs**
- **Agency RFPs**
- **National Campaign Fund-Raising**

Contributing Partners:



How can you help?

Show your support

Sign the “Letter of Support”

Share your logo as a partner of the campaign.

Share the message.



Founding Grower Partners

- California
- Idaho
- Michigan
- New York
- Ohio
- Pennsylvania
- Utah
- Virginia
- Wisconsin
- Washington

