

# Eat More Apples™

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



# Agenda

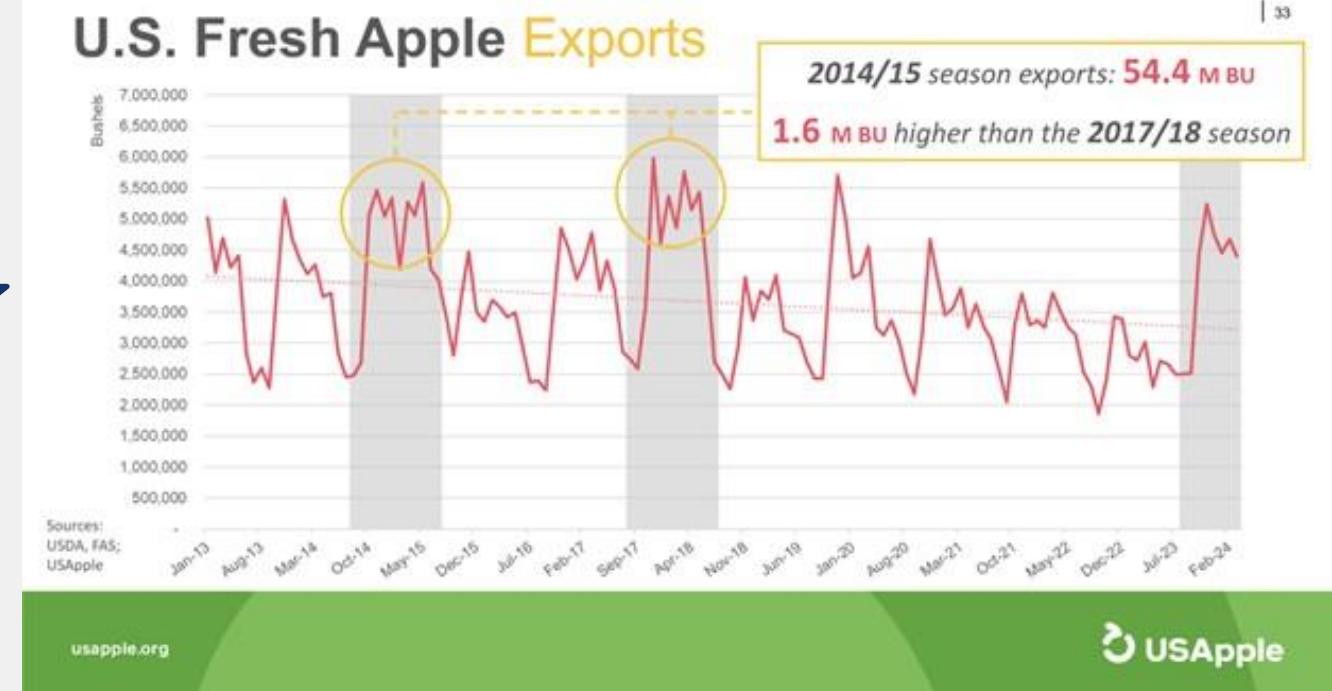
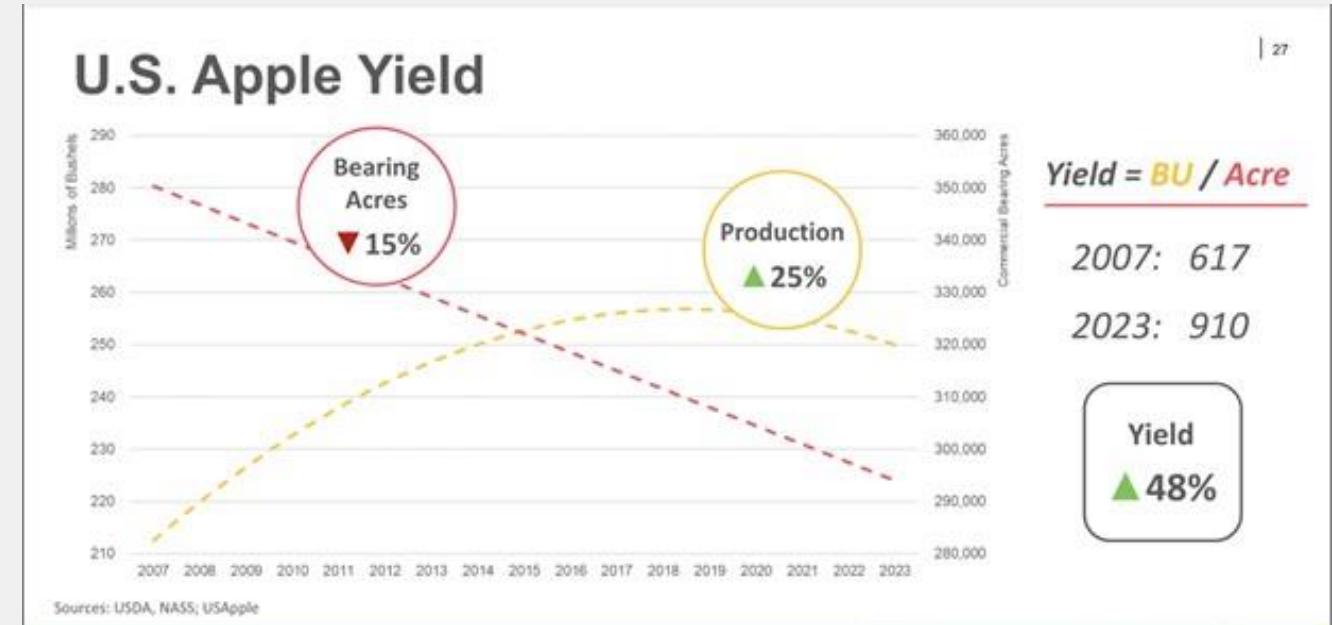
## Clear Up Misconceptions:

- **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?



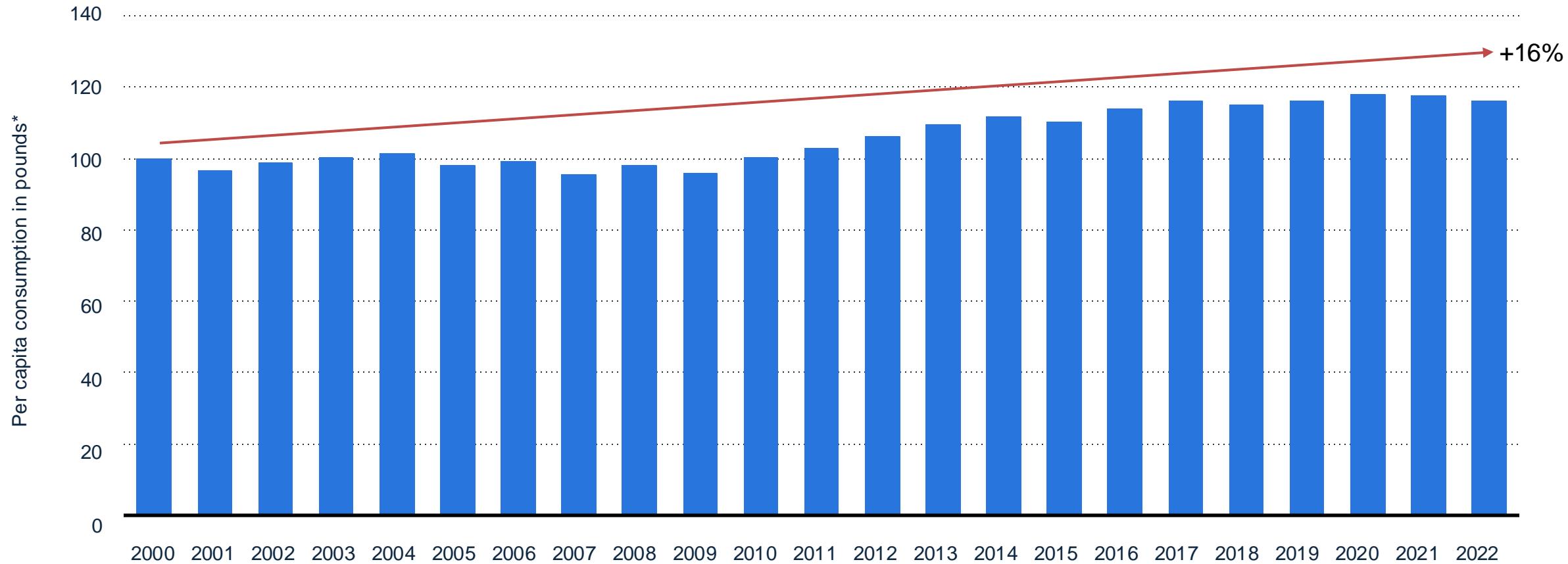
# Domestic Apple FOB Challenges

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



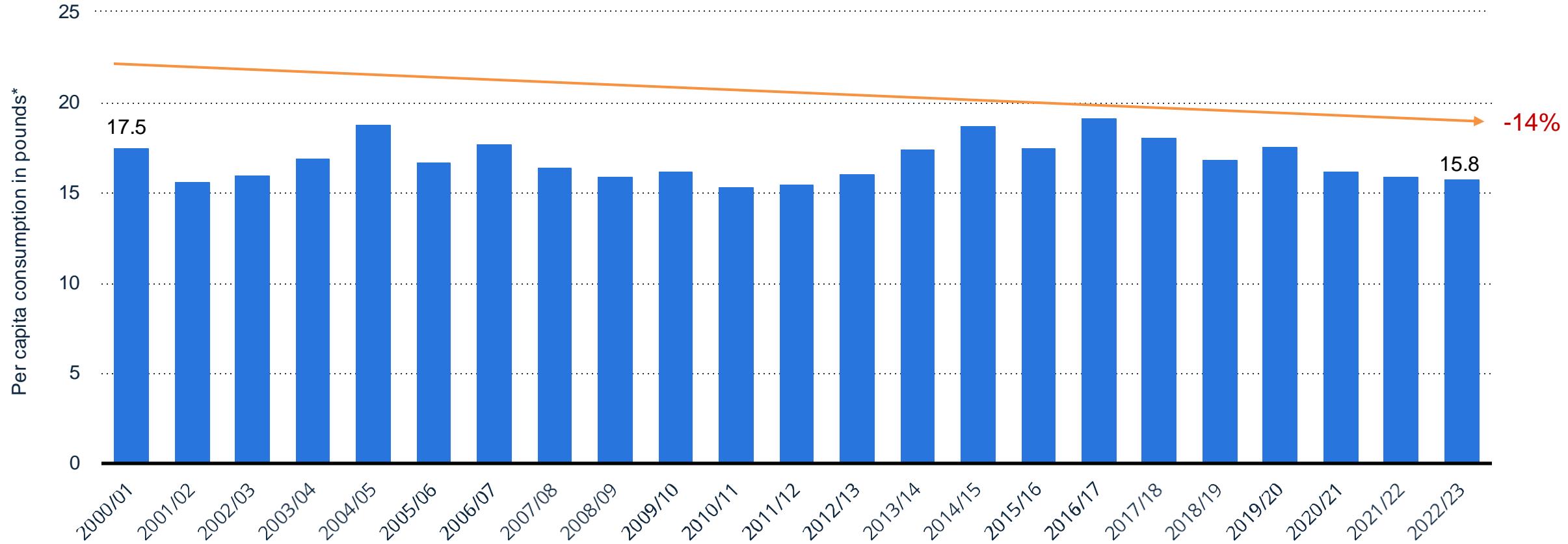
# Consumers in the US are eating more Fresh Produce per capita.

2000 to 2022 (in pounds)



# Fresh Apple consumption per capita in the US is declining.

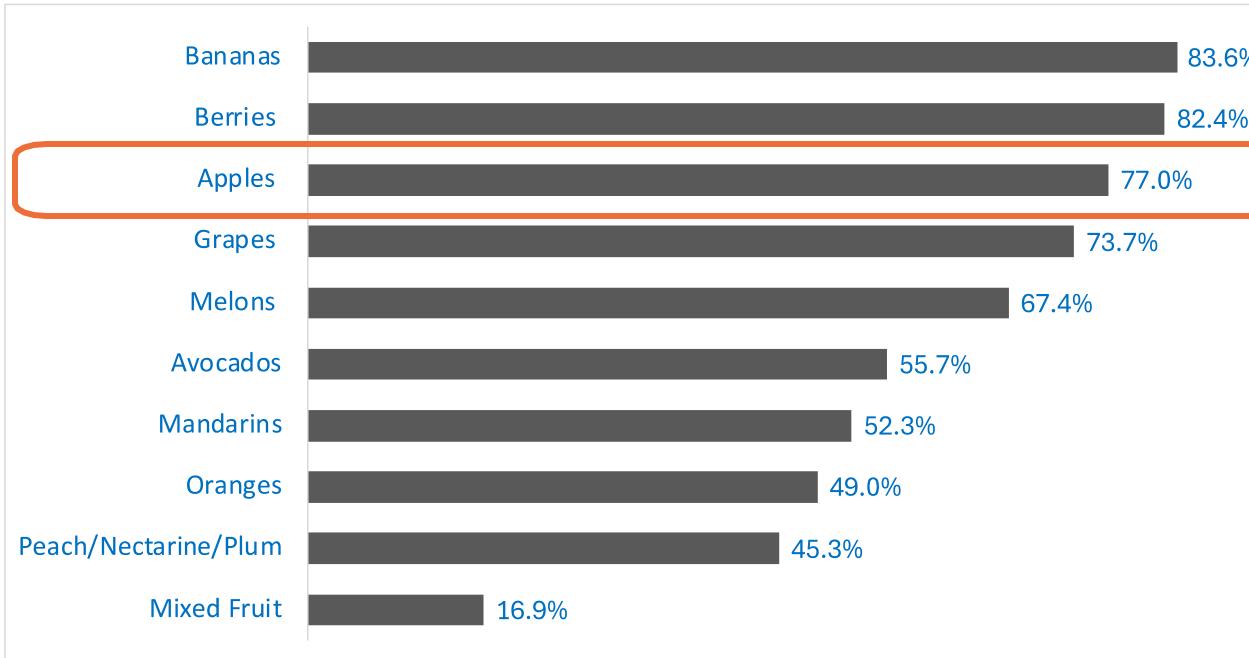
2000/01 to 2022/23 (in pounds)



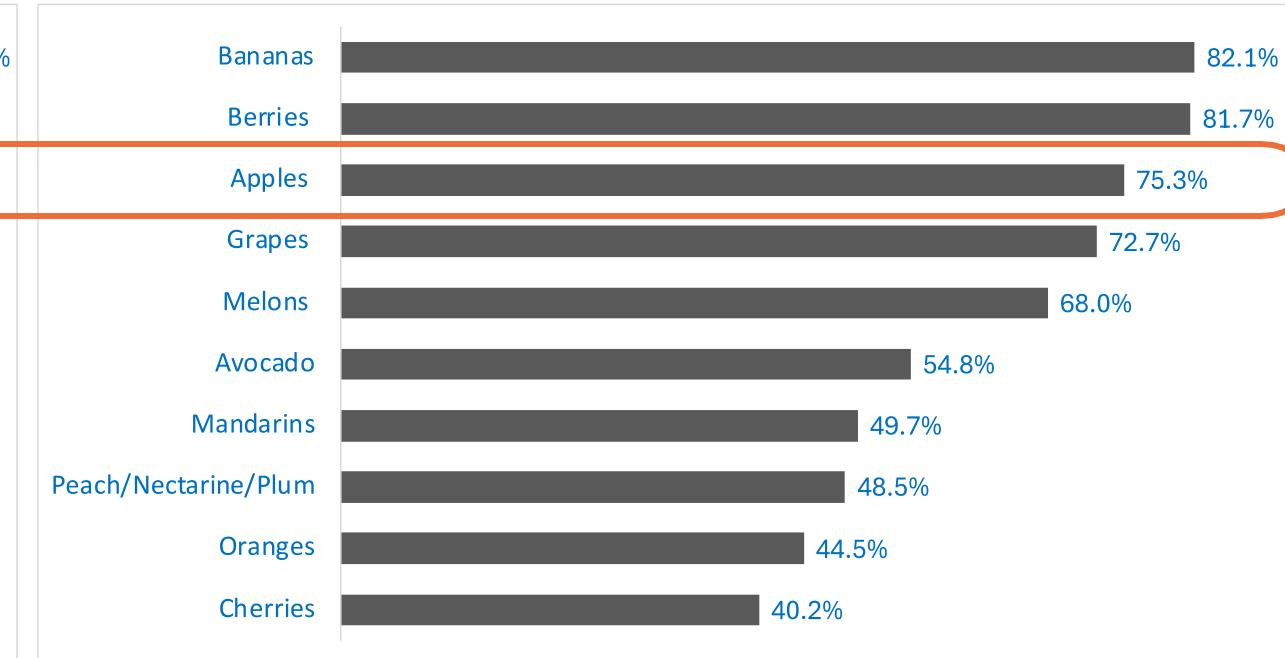
- Consumption has fluctuated from high of 19.2 lbs. (2016/17) to low of 15.3 lbs. (2010/11)
- Crop volumes, exportability, competitive category volume/pricing all play a role as well.

# 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**  
Total US population

**131 mil**  
Total US HH

**98.6 mil**  
Total US HH purchasing apples

**32.4 mil**  
Total US HH NOT purchasing apples

**2.3 mil**  
Total US HH 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

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



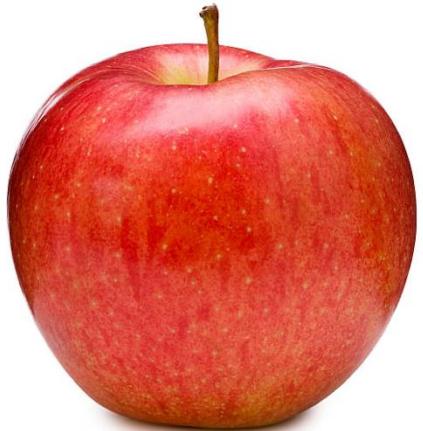
MPC



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

# Per Capita Consumption of Fresh Fruit in The United States

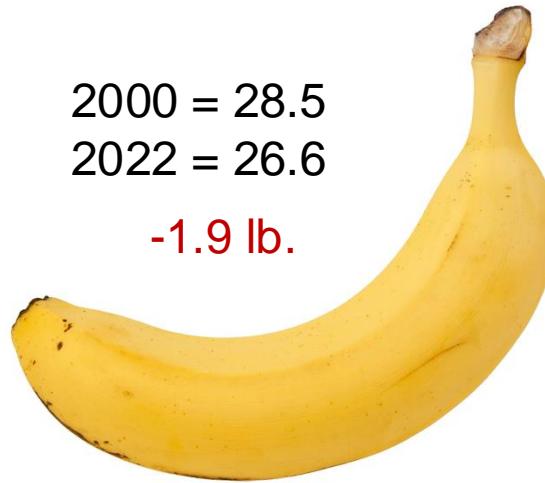
From 2000 to 2022 (in pounds)



2000 = 17.5

2022 = 15.8

-1.7 lb.



2000 = 28.5

2022 = 26.6

-1.9 lb.



2000 = 7.5

2022 = 8.6

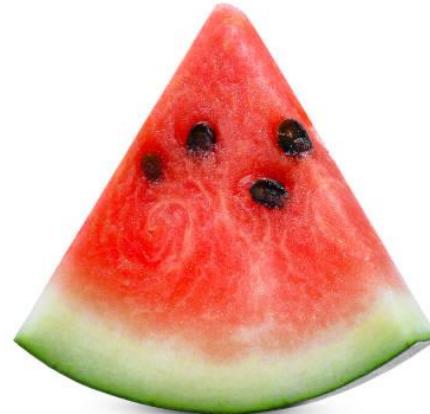
+1.1 lb.



2000 = 2.2

2022 = 9

+6.8 lb.



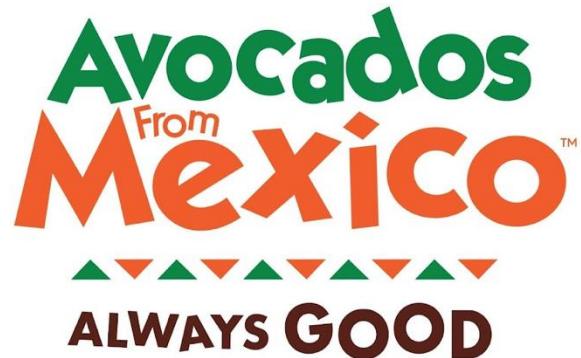
2000 = 13.8

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**

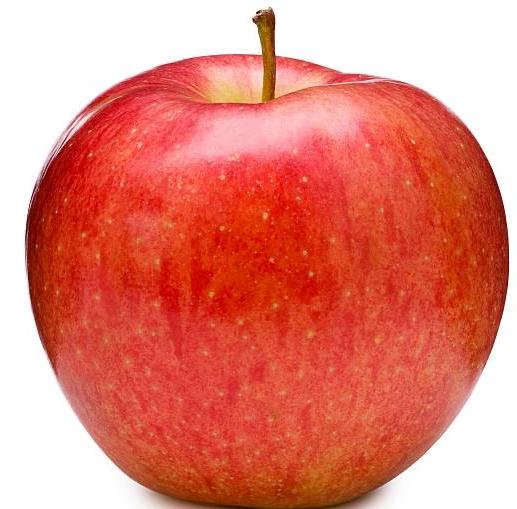
- Excellent content and innovation.
- Lack scale
- Focus on proprietary varieties.

## **State Level Commissions**

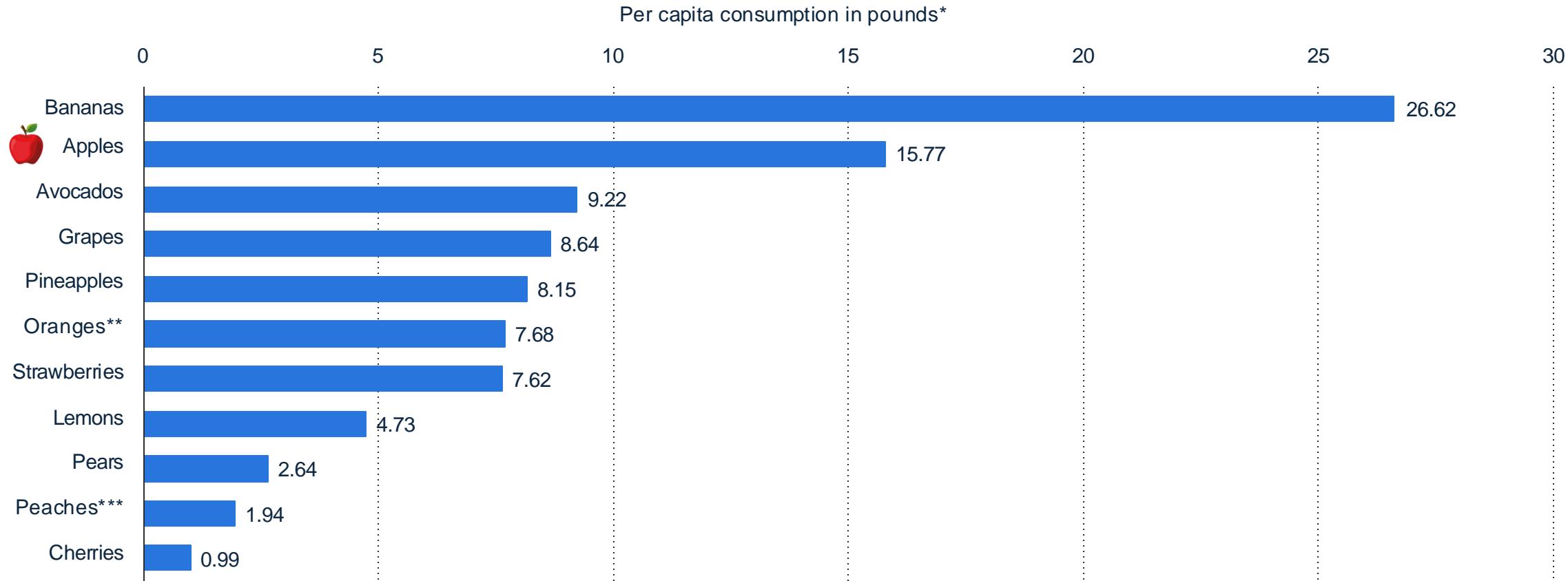
- Regional + Export Focused.

## **National Level Commissions**

- Government relations + Food Safety

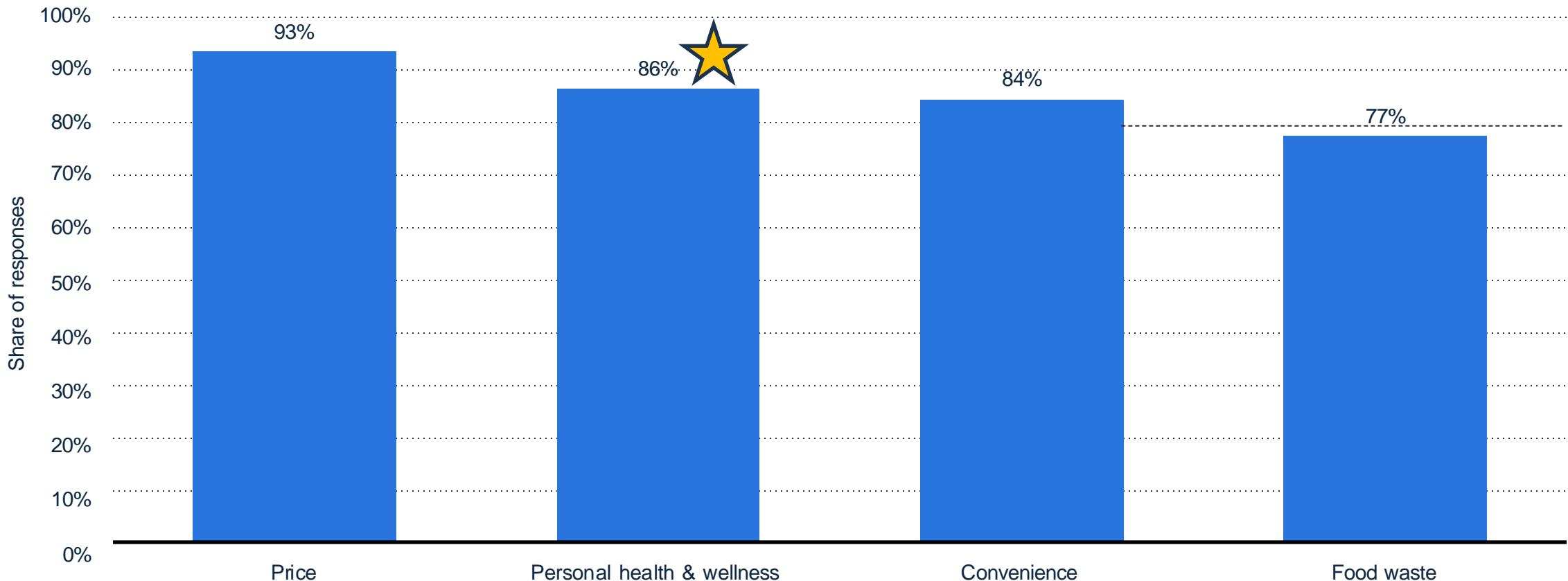


# Apples are the #2 consumed Fresh Fruit in the US. 2022-2023



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

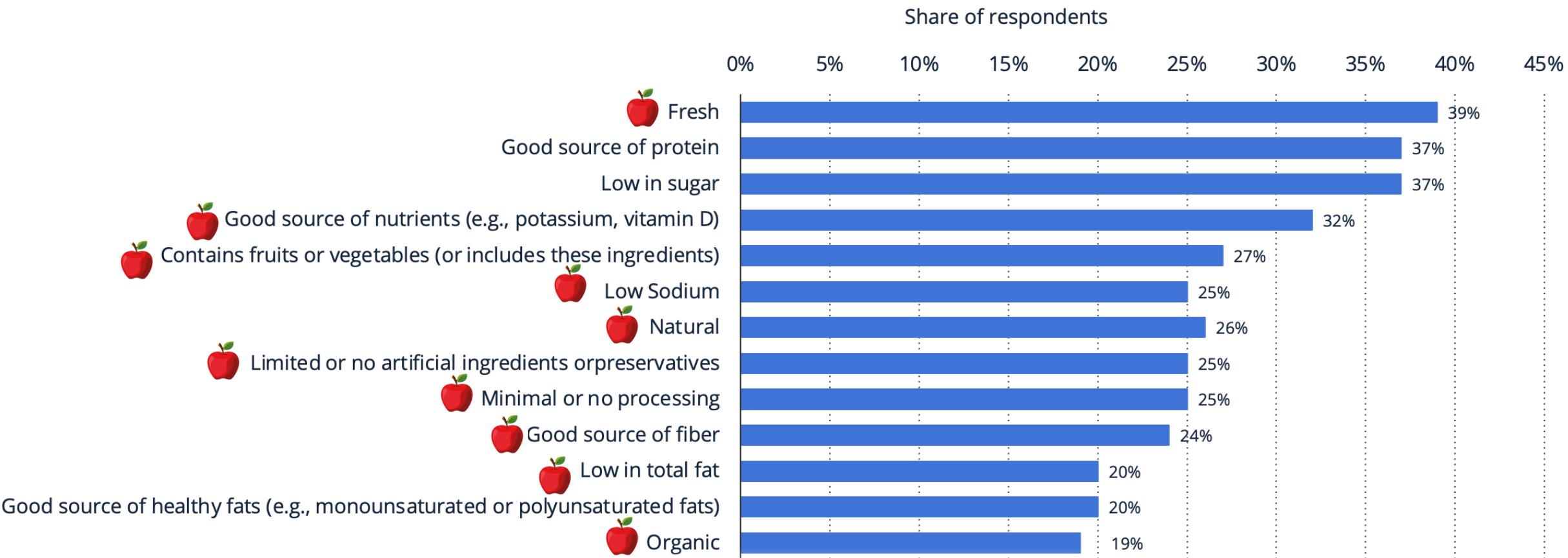
Personal health and wellness benefits are the #2 driver for consumers decision making on what fresh foods to buy.



**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

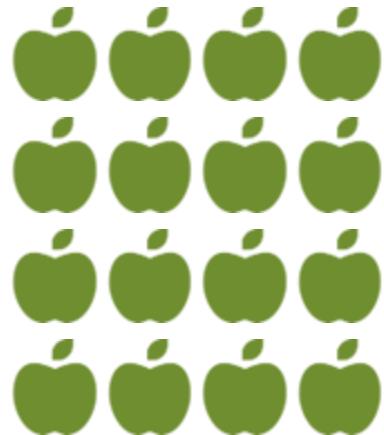
# Consumers' Definitions of Healthy Food in the United States in 2024

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



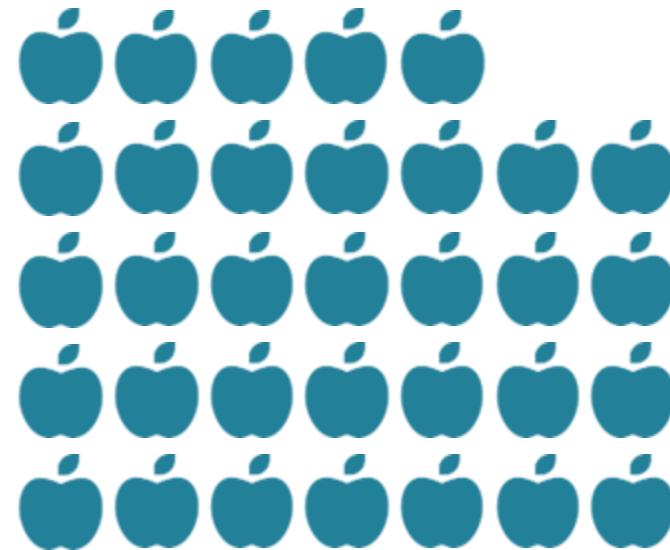
**Description:** In 2024, about 39 percent of respondents in the United States that the term "fresh" best defines healthy food to them. This was the most frequently chosen definition. The term "low in sugar" was the third most frequently chosen definition for healthy foods, with nearly 37 percent of 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.



USA

**10% Increase**  
**1.6** lbs. x **331** mil  
**13.2** million bushels



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

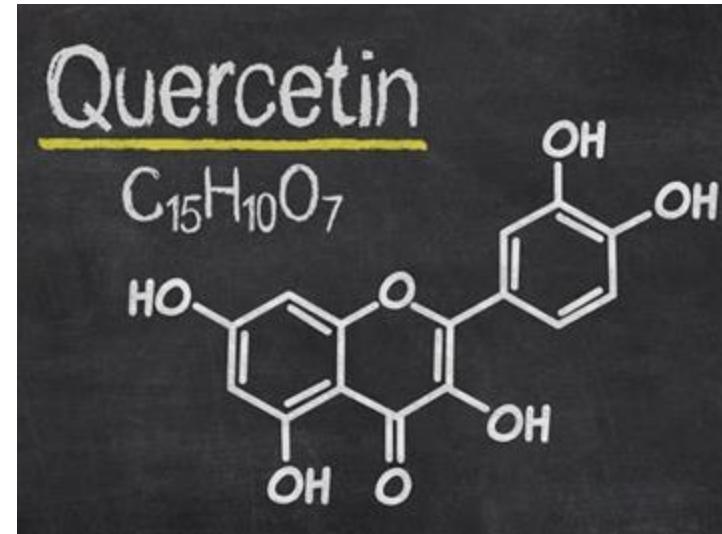
5 grams of fiber/20% daily value

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

