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THE GROWER'S GRANGE

ANOTHER BUSY HARVEST YEAR HAS DRAWN TO A CLOSE!

In spite of a few hiccups, the weather was generally very favourable, delivering beautiful colour and great flavour to our apples. We normally wrap up the harvest season during the first or second week of November, but this year we completed our harvest at Martin's during the last week of October.

Once harvest is wrapped up, we begin our fall/winter orchard maintenance, starting with the application of granular fertilizer. Trees absorb nutrients from the soil to assist in proper fruit growth, so ongoing conditioning of the soil is important. Most of those nutrients are depleted by the time the apples are picked, so replacing these nutrients is essential to ensure a healthy orchard throughout the winter season.



Next is the trellis maintenance. We are going back to older blocks of high-density orchards to make improvements and to give our trees more support. When we started planting high density orchards back in 2008, we were using bamboo to support the trees. We learned however that bamboo doesn't hold its structural integrity as long as desired, so support at the top of the trees becomes inadequate. To address that, we are replacing bamboo with a wire running along the top for better support.

MARTIN'S PRODUCT PROFILE

NEW APPLE CHIP PACKAGING FORMAT

This year we phased out our 64g pillow pouch and have replaced it with an improved 85g size, all the better for sharing. The new 85g size is a stand-up pouch format. This attractive package stands upright and displays well on store shelves, whether in aisle, on endcaps, at check-out or near the produce department. Please reach out to our sales team if you would like samples.



INNOVATION

Apple Puree

Our Elmira production facility uses state-of-the-art equipment to produce fruit purees of the highest quality. We have also received our Organic certification and are ready to work with you for your fruit puree needs. Here's a short list of some of our new capabilities.

Available Types of Puree

- Conventional
- Organic

Processing Capabilities

- Aseptic
- Pasteurized

Packaging Formats

- Aseptic Totes
- Drums
- · Bag-in-Box
- Flexible Spouted Pouches

PUREE IS AN IMPORTANT INGREDIENT IN MULTIPLE FOOD PRODUCTS INCLUDING:

BABY FOODS
BAKED GOODS
BEVERAGES
DRESSINGS/SAUCES
FRUIT SNACKS/ BARS
ICE CREAMS
YOGURTS
SMOOTHIES



Please contact Logan Martin loganm@martinsapples.com for more information.

For a Bruise Free Planet™

We've replaced our apple bag closure clips with a new compostable material for a more sustainable future. The new Eco-Lok™ closures have the same features and performance specs as the traditional plastic clips we've counted on for years, but with significantly less environmental impact. Using a 100% natural, renewably sourced plant-based resin, Eco-Lok™ closures require up to 20% less fossil fuel in manufacturing than plastic bag closures. Furthermore, they are reusable, recyclable, and metal detector compliant!





MARTIN'S ORCHARD MARKET



This fall we introduced our Heritage Varieties program to our community through our Orchard Market. While showcasing unique and meaningful heritage varieties in a compact, convenient format, we were able to re-introduce these apples to our consumers and create a sense of nostalgia for our loyal apple lovers. Accompanied by their heritage stories, we were able to share these apples and insights with consumers, and highlight their significance in Martin's or Ontario's apple history. Sold in an updated, fully paperboard version of the well-known 1.5L basket, these apples provided a convenient size for consumers to try a new or old favourite. McIntosh, Northern Spy, Cortland and Golden Russet are a few of the examples that were showcased this fall for consumers.



APPLE SEEDS

Clove Apples

There are certain smells that are associated with the holiday season; pine, cinnamon, cookies baking, wood fires and cloves. Cloves are a great way to fill your house with one of the warm, spicy scents of the holidays. Did you know, there is an old Kurdish custom where a clove apple is used for expressing love towards someone when the person couldn't say it through words? In some regions, it is also given as a gesture of peace, friendship or to confirm a promise. The cloves can be arranged in heart or letter shapes to give the love apple a personal touch. This gift takes a bit of time to make, but it's worth the effort and your clove-covered apple will last a long time.

Cloves are dried flower buds from the clove tree. Their name comes from the Latin word clavus, which means nail since the shape of a dried clove resembles that of a nail.

Make your own clove apple to add colour, scent and texture to any holiday centerpiece or as a decoration. To make a "clove apple", cloves are pinned into an apple through their sharp end one by one, until the apple is fully covered with cloves. The apple dries out gradually and turns into a dry sphere. This process takes about a month to complete, but the dried apple can then keep its shape for more than 100 years! What is interesting is that, even after 50 years, if the apple is sprayed with a little water, a fresh fragrance of cloves fills the air, reminiscent of a first love.





CONSUMER INSIGHT

The rise of plant based products

Interest in plant-based eating is increasing as people become aware that plant-based foods are both nutritious and environmentally friendly. Most importantly, people know that plant-based products are delicious!

At Martin's, we've been plant-based from the beginning, so we created a digital campaign that promotes us as a grower and producer of great natural products. Products that are delicious, nutritious and made from simple, honest ingredients. The goal is to capture the attention of, and engage consumers who want to snack differently, whether their choice is our Crispy Apple Chips or our crisp Fresh Apples. Our campaign is a fun, engaging and humorous way to tell our story of minimally processed foods that inspire people to snack healthy.













APPLES, WE HAVE THEM...

Projected completion dates as of December 2022







FINISHED



GET SOCIAL WITH US

Join us on social media to stay up to date.







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Growing for Healthy Communities



TALK TO OUR APPLE ADVISORS!

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