



IN THIS ISSUE

The Grower's Grange

Innovation

Martin's Orchard Market

Variety Spotlight

Merchandising &
Marketing tips

Martin's Product Profile

Apples, We Have Them...

APPLE INSIGHTS
FROM MARTIN'S
FAMILY FRUIT FARM

THE GROWER'S GRANGE

We are now well into harvest season! Some varieties, like Gala and Honeycrisp, are taking a bit longer to mature. However, the cool nights and sunny days we've been experiencing lately are ideal for getting the final colour and extra sweetness the apples need.

This year we had a late spring frost and fortunately, our Waterloo orchard suffered only minor damage. Frost damage may be evidenced by 'frost rings' and we've noted sporadic instances in the Waterloo orchards. Although these apples won't make it to your local supermarket, they will be used in making top quality apple cider. In contrast, our orchards in Vienna, Ontario, avoided even minor frost damage and we are expecting an excellent quality crop.

INNOVATION

New Packline

We upgraded and replaced our entire apple packing line at our Waterloo facility during the summer months. This was a significant investment that has now doubled our packing capacity while better protecting the quality of the fruit. The new line also includes state-of-the-art internal defect detection capabilities.

Included in the installation is a new pre-sort line that will help us run the new apple packing line more efficiently. New equipment added to the line includes hydro bin filling (water) of the sorted fruit instead of dry bin filling. This ensures gentle handling of the fruit.

In August, we harvested a new early ripening variety called Rave®, which is a cross between Honeycrisp and MonArk apples. This early variety is available to consumers in late summer and has a crisp, juicy bite similar to Honeycrisp. The refreshing tart finish is welcomed in early apple season, and we are excited to share this new variety. As expected, demand has been strong, particularly with Honeycrisp fans. This was reassuring, as we planted another 18,000 Rave® trees this past spring.



And finally, we have installed a new overhead monorail to move empty cartons more efficiently to the packing stations, providing a more ergonomic environment for our employees. The Martin team is thrilled about the new packing line and is eager to continue our partnership with our Retailers. We would be delighted to offer you a tour of the new line!



MARTIN'S ORCHARD MARKET

September is an exciting month for the Orchard Market. With harvest season upon us, we receive anxious inquiries from customers looking for their favourite apples and of course, our fresh pressed apple cider. To help expand our outreach, we are taking to social media and our email list to get the word out when each variety is ready and when new products are set to hit store shelves. Our Apple Lovers' Club is our 'in-ciders' email list of apple enthusiasts like you! Through this, we share in-store promotions, freshly picked apple availability in-store and early access to Martin's exclusive events and promotions. Our customers truly love being the first to know when their favourite apples are picked and ready to eat.



VARIETY SPOTLIGHT



This is the apple that people can't stop raving about because of its outrageously juicy flavour and refreshing snappy zing. Rave® apples are a cross between Honeycrisp and MonArk apples (an early-to-ripen variety). Because of its MonArk parentage, Rave® likes the summer heat and matures weeks earlier than other apples. This is great news for those of us who love apples! It has a beautiful bright red-over-yellow colour and that famous Honeycrisp bite we all know and love. They are best eaten fresh and work well in salads, on cheeseboards, or just on their own!

Rave® is a registered trademark of Regents of the University of Minnesota, used under license.

Rave® Apple & Broccoli Salad

Ingredients

- 2 C cored and chopped Rave® apple
- 4 C chopped broccoli florets
- 1 C quartered, seedless red grapes
- 1/4 C finely diced red onion
- 1/2 C unsalted, roasted sunflower seeds
- 1/2 C freshly squeezed orange juice
- 1 tsp apple cider vinegar
- pinch kosher salt



Directions

1. Combine apple, broccoli, grapes, onion, and sunflower seeds in a large bowl. Set aside.
2. In a small bowl, whisk together orange juice and apple cider vinegar. Add a pinch of salt, to taste.
3. Pour dressing over apple-broccoli salad and toss to combine. Serve immediately.





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**PLANT-BASED
CHIPS THAT
ARE ‘BEYOND’
GOOD.**
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MERCHANDISING & MARKETING TIPS

TRY SOME OF OUR MERCHANDISING TIPS TO KEEP YOUR APPLE DISPLAYS FUN AND EYE-CATCHING.

- During the fall season, utilize decorative items like baskets, bins, apple carts, or wagons to create appealing displays.
- Create colour contrasts in your bulk display; it will draw attention to heritage varieties and make the display pop.
- Use retail signage that clearly identifies the different apple varieties on display. Consider adding tasting notes, apple history, and apple lore to increase customer engagement.
- Offer complementary or apple-themed items, such as cider, caramel dips, bakery items, and Crispy Apple Chips, as part of a seasonal promotion.
- Take advantage of National Apple Month in October to promote apples, and remember to promote them as a healthy snack option for school lunchboxes.
- Inspect the display daily and remove any bruised or undesirable fruit to keep the displays looking fresh and well-stocked



MARTIN'S PRODUCT PROFILE

SHIPPING IN NOVEMBER 2023

Whether it's our beloved Apple Chips, dehydrated dices, apple cider or fresh sliced apples, we've been turning our fresh apples into delicious and nutritious snack foods for over a decade. In 2022, we started producing something new at our Elmira BRC-certified facility, fresh Apple Puree! Our new Apple Snacks are Retail ready!



- No water added
- No Ascorbic Acid added
- No Added Sweeteners
- 90g Squeezable Recloseable Pouch
- Labelled for individual sale
- 365 day shelf life

Flavour	Retail Format	Master Case	Sku #
Nothin' But Apple	4 x 90g pouch	10 x 4 ct.	02101
Nothin' But Apple	10 x 90g pouch	5 x 10 ct.	02102
Apple Cinnamon	4 x 90g pouch	10 x 4 ct.	02111
Apple Strawberry	4 x 90g pouch	10 x 4 ct.	02114
Variety Pack 4 Apple, 3 Cinnamon, 3 Strawberry	10 x 90g pouch	5 x 10 ct.	02115



APPLES, WE HAVE THEM...

Projected **start** dates for the 2023 crop season



PAULA RED



RAVE®



GINGER GOLD
Sept 6



MCINTOSH
Sept 8



GALA
Sept 11



HONEYCRISP
Sept 20



CORTLAND
Sept 20



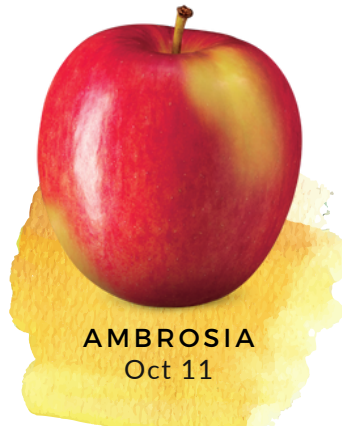
EMPIRE
Sept 27



SPARTAN
Sept 27



GOLDEN DELICIOUS
Sept 27



AMBROSIA
Oct 11



RED DELICIOUS
Oct 18



FUJI
Nov 1



CRIPPS PINK
Jan 15



CRIMSON CRISP
Jan 15



Growing for Healthy Communities

TALK TO OUR APPLE ADVISORS!



ANTHONY MARTIN,
Fresh Apples
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519-729-9600



LOGAN MARTIN
Apple Products
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519-807-7622



BRYAN KEY
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250-808-7673

GET SOCIAL WITH US

We've got some exciting campaigns happening over the summer. Join us on social media to stay up to date.



TALK APPLES WITH US.
#martinsapples

UPCOMING EVENTS

We'll be attending these tradeshows and would love to see you!



Natural Products Expo East - Booth: 2639
Pennsylvania Convention Center, Philadelphia, PA
Sept 20-23, 2023



PLMA's - Private Label Show - Booth: F6217
Donald E. Stephens Convention Center, Chicago, IL
Nov 12-14, 2023