



# apple bits

A PRESS RELEASE FROM THE U.S. APPLE ASSOCIATION

Vote For Your Favorite Online at [www.USApple.org](http://www.USApple.org)!

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**ELECTION YEAR APPLE HARVEST NOW UNDERWAY!**  
**AMERICANS ENCOURAGED TO ‘PICK APPLES’ FOR FLAVOR, HEALTH**  
*New Crop Offers Variety of Well-Rounded Candidates; Research Gives Reasons to Take a Bite*

*Vienna, Va.* — Looking for more choice this campaign season? Then elect to head to your local supermarket to poll the first great tastes of the 2004 U.S. apple harvest arriving now.

The 2004 U.S. apple harvest is now officially underway nationwide. The U.S. Apple Association (USApple) estimates that 221.6 million cartons of apples - about 86 apples per person - are now in the process of being harvested.

California reported the earliest returns, picking early-season Fujis in late July, which are at local markets now, while Maine growers will pick the last of their McIntosh around Election Day. During weeks in between, growers in 36 states will harvest dozens of varieties that offer a flavor for every taste bud, including old favorites and new candidates for voters to consider.

“We had great growing conditions across the country this year, and Americans will reap the tasty benefits,” said Nancy Foster, USApple President and CEO. “All growing regions reported the best growing conditions they could reasonably ask for this summer, with plentiful sunlight and sufficient rainfall. That means the apples will have just the right amount of sweetness, be firm, crunchy and juicy, and have beautiful color.”

***Apple Campaign Focuses on Variety, Convenience***

Key highlights on the apple campaign trail this year are more variety and convenience, industry trend watchers say. Growers are continuing to expand their variety offerings to serve up even more flavors to choice-hungry consumers, while processors are offering sliced and diced apples for even more eating and cooking convenience.

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Tasty favorites like kid-pleasing Red Delicious, smooth-flavored Golden Delicious, tart-mouthed Granny Smith, New England favorite McIntosh and sweethearts Fuji and Gala, now share shelf space with newcomers like spicy-sweet Braeburn, sweet-tart Cameo, explosively crunchy Honeycrisp and sassy, juicy Pink Lady.

Consumers also will find apples and apple foods in new and different places, from grocery stores to restaurants to farm markets. For example, consumers can pick up a healthy snack of fresh-cut apple slices and 100-percent apple juice at fast-food giant McDonald's while individual applesauce cups are featured with KFC's kids' meals. Furthermore, a growing number of casual and fine dining restaurants are offering apple cider and cider vinegar-based gourmet salad dressings.

### ***'Pick Apples' Online Vote to Compare Variety Preference by Political Party***

Whether a Republican, Democrat, Independent or other, this election season USApple is asking Americans to vote for the "well-rounded candidate" they choose as their leader in taste and health. People across the country are encouraged to log on to [www.usapple.org](http://www.usapple.org) – from now through mid-November – to pick their favorite homegrown varieties and see how the election year fresh apple "candidates" stack up.

### ***Take a Healthy Bite***

Apples are the good-for-you food that tastes great, too! In addition to offering a range of delicious flavors and forms to tickle taste buds, apples also deliver fiber and other nutrients the body needs for optimal nutrition to promote better health. Here's some good news on the apple health news ticket:

- **Weight Loss:** Brazilian researchers reported that eating an apple or pear before each meal caused women participating in a weight-loss study to lose more weight than their non-fruit-eating counterparts. Researchers suggested apples' satiety-promoting fiber might be at work. (Source: *Nutrition*, 2003, 19: 253-256.)
- **Apples – Food for Thought:** Earlier this year, Dr. Tom Shea and colleagues at the University of Massachusetts-Lowell reported that apples and apple juice may improve memory and learning, and may protect against oxidative damage that contributes to age-related brain disorders such as Alzheimer's disease. Findings were based on their study in animals; whether the same effect happens in humans is not yet known. (Source: *Journal on Nutrition Health and Aging*, 2004, 8: 92-97.)

For more information on apple health studies, visit [www.usapple.org/media/newsreleases/health2004.shtml](http://www.usapple.org/media/newsreleases/health2004.shtml)

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### *Harvest This Recipe*

#### **Apple Brown Betty**

##### Ingredients:

¾ C brown sugar

1 t ground cinnamon

½ t ground nutmeg

¼ t ground cloves

6 slices bread or 3 cups cake cubes

½ C butter

3 T lemon juice

4 large baking apples (Rome Beauty, Winesap, Cortland, Jonathan)

¼ C apple juice or cider

##### Directions:

Preheat oven to 350 degrees F and grease a 2-quart baking dish. In a large bowl, mix sugar, cinnamon, nutmeg and cloves. Crumble in bread. Melt butter, add lemon juice, and stir into crumbled-bread mixture. Peel, core and thinly slice apples. Cover bottom of the baking dish with a layer of crumbs (about 1/3 of the mixture), add half the apples, a layer of crumbs, the rest of the apples and remaining crumbs. Pour apple juice over the top, cover with aluminum foil and bake for 30 minutes. Remove cover and bake for 20 minutes longer. Serve warm. Yield: 8 servings.

#### ***About USApple***

The U.S. Apple Association (USApple) is the national trade association representing all segments of the apple industry. Members include 40 state and regional apple associations representing the 7,500 apple growers throughout the country, as well as more than 400 individual firms involved in the apple business. USApple's mission is to provide the means for all segments of the U.S. apple industry to join in appropriate collective efforts to profitably produce and market apples and apple products.

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##### *Editor's Notes:*

- This and other USApple consumer and health news releases are available online at [www.usapple.org/media/newsreleases/index.shtml](http://www.usapple.org/media/newsreleases/index.shtml)
- A summary of recent apple health research is available online at [www.usapple.org/educators/research/index.shtml](http://www.usapple.org/educators/research/index.shtml).
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