



# **The Emerging Sliced Apple Market 2012 and Beyond**



# **Estimated Total Apples Utilized for Sliced in 2010**

**325 Million Pounds**

**375,000 Bins**

**Approaching 4% of Total US  
Apple Crop**

# Assortment Evolving to Meet Consumer Values



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[www.appelingfruit.com](http://www.appelingfruit.com)

# Industry Efforts

- Interactive websites
- Healthy meal ideas
- More produce in schools



# Prepared Apples at Foodservice

