



Michigan Apple Committee Research Priorities for 2015/16

Following are the 2015/16 priorities of the Michigan Apple Committee. *(In priority order.)*

1. Increase demand

- To conduct consumer related research that will help sell Michigan Apples more profitably.
 - a. Market research
 - b. Value – convenience, apples versus snack foods
 - c. Consistency (product quality)
 - d. Word of mouth & technologies/methods

2. Improve quality and consistency

- To demonstrate how to improve Michigan Apples in terms such as variety, size, taste and appearance.
 - a. Growth regulators/thinners
 - b. Storage improvements
 - c. Varieties
 - d. Enhance varietal traits and attributes
 - e. Thinning models
 - f. Packaging
 - g. Michigan “Select” or “Premier” product

3. Reduce production costs

- To help increase grower profitability by improving production efficiency.
 - a. Improve packaging efficiency
 - b. Mechanization
 - c. Technology
 - d. Enhance varietal traits and attributes
 - e. Consistent cropping
 - f. Reducing pesticide delivery costs
 - g. Increase yields
 - h. Farm management practices

4. **Introduce new or improved varieties**

- To identify and develop new or improved varieties that can be grown profitably in Michigan.
 - a. Michigan “Select” or “Premier” varieties
 - b. Heritage varieties
 - c. Compatibility of varieties with Michigan’s growing conditions

5. **Prove health benefits**

- To research, publish and support scientific claims regarding the health and nutrition benefits of apples.
 - a. Proof of effect on health conditions or prevention
 - b. Summaries of other research

6. **Improve packaging**

- To demonstrate benefits in terms of cost-effectiveness in packaging that has strong consumer appeal and is packer friendly.
 - a. Cost effectiveness
 - b. Consumer/Packer friendly
 - c. Reduce bruising
 - d. Consumer appeal
 - e. Lengthens shelf life

To access the complete goals and strategies of the Michigan Apple Committee’s grower funded research, please go to www.MichiganApples.com/Research.