

Cosmic Crisp to get multi-million-dollar push

By DAN WHEAT
Capital Press

YAKIMA, Wash. — The framework for a \$10 million marketing launch of the new Washington apple Cosmic Crisp has been reached between Washington State University and Proprietary Variety Management of Yakima.

PVM, which was hired by WSU in 2013 to help manage commercialization of the apple, has selected McDill Associates, of Santa Clara, Calif., as the lead agency for the marketing campaign. Others will be chosen later.

“With decades of experience launching and building produce brands and category winners, McDill’s work is well suited for a breakout product like Cosmic Crisp,” said Kathryn Grandy, PVM marketing director.

“With a deep history in produce, I can honestly say we know a game changer when we see it. Cosmic Crisp is everything that a consumer is looking for and creates a differentiator for retailers,”



Dan Wheat/Capital Press

Washington’s new Cosmic Crisp apple will reach grocery stores a year from now and quickly ramp up in volume. WSU and a company it hired will spend \$10 million in early promotions. Sales companies likely will spend a similar amount to promote the apple.

said Melissa McDill, president and creative director of the firm.

WSU and PVM will pro-

vide \$10 million for promotions over several years with specific marketing strategies but for the benefit of all sales

companies, Grandy said. She would not say how much of the \$10 million will be provided by WSU or PVM.

Individual sales companies likely will spend a similar amount on their own Cosmic Crisp promotions over the same time, she said.

Cosmic Crisp is a WSU cross between Enterprise and Honeycrisp, the parents chosen for outstanding flavor, color, storage and resistance to disease and disorders. It rated “statistically significantly” better in consumer tests in taste and texture. It has a sweet, tangy flavor that the industry believes consumers will like better than Honeycrisp and it’s easier to grow than Honeycrisp.

The name was selected in 2014 for the apple’s lenticels, tiny skin pores that look like starbursts and crisp referencing its firmness and the popular Honeycrisp.

The first commercial orchards of Cosmic Crisp were planted in 2017 and the first apples will arrive in grocery stores in the fall of 2019. Volume will quickly accelerate from just under 200,000, 40-pound boxes in 2019 to 2.2

million for 2020, 6.2 million in 2021 and to 22 million by 2026, PVM has said.

Growers have been concerned about such a fast acceleration of volume, but Grandy said it can be a positive.

“There’s a tremendous amount of branded apples (proprietary varieties of small volume) and competition for shelf space. Something like 37 branded apples. All won’t make it. Having a large volume where we will fill retail needs is very positive,” Grandy said.

The framework of a marketing plan has been shared with an industry marketing advisory committee, which likes it and will share it with sales companies and growers in March, she said.

It will be a national effort including packaging, in-store promotions and a digital campaign, she said.

How much Cosmic Crisp is sold when and where will be up to the sales companies but all major retailers have had samples and are eager for it, Grandy said.

Companies promote new apples at PMA Fresh Summit

By DAN WHEAT
Capital Press

CHELAN, Wash. — Lucy Rose and Lucy Glo apples, from Chelan Fresh Marketing, are among new proprietary apple varieties being displayed at Produce Marketing Association annual Fresh Summit in Orlando, Fla.

More than 19,000 attendees from more than 60 countries are expected at the Oct. 18-20 event.

Chelan Fresh is showcasing its Lucy Rose, a sweet apple with a red exterior, pinkish-red interior and hints of berry flavor. Lucy Glo is a tart apple with hints of sweetness and a glowing yellow exterior. The varieties are limited in 2018, but Chelan Fresh figures their popularity will grow.

The company also is promoting its SugarBee and KORU apples and the smaller, snack-size Rocket apple.

Oneonta Starr Ranch Growers, of

Wenatchee, will hand out its JUICI apples at PMA. A cross between Honeycrisp and Braeburn, JUICI has “incredible flavor” and is well-liked among retailers from Utah to New England who have sold it, said Scott Marboe, Oneonta Starr Ranch marketing director.

The 2018 crop has much better sizing than last year but is down in volume to about 200,000, 40-pound boxes, he said. Organic JUICI will be available in 2020, he said.



Dan Wheat/Capital Press

Several Washington apple companies will be promoting their new club varieties at the Produce Marketing Association annual Fresh Summit in Orlando, Fla.

PROUD TO SUPPORT Members & Families of FFA

Albany - Eugene - Roseburg - Woodburn - Cornelius - Oregon City - Gresham - The Dalles - White City
Redmond - Klamath Falls, OR • Yakima - East Wenatchee - Auburn - Mount Vernon, Marysville, Sequim, WA

www.CoastalFarm.com

Proud Sponsor of FFA

THE TRACTOR STORE
(541) 342-5464
5450 W. 11th, Eugene, OR
42-2/100

RIVERBROOK
FARM • HAULING SERVICE
Brooks, OR
www.riverbrooktrucking.com

- Local & Nationwide
- Farm Equipment
- Heavy Equipment

888-393-1819
42-2/106

HDH High Desert Hay

Feed Store
Quality
Farmgate
Prices
541-668-7658
By Fox Hollow Ranch
HighDesertHay.com
42-2/105



Members of the Atwater, Calif., FFA showed up in force for a demonstration against a water board plan for the region.

FFA members join rally against water board plan at state Capitol

Nearly 50 Atwater, Calif., High School agriculture and FFA students joined hundreds of farmers, farm employees, community leaders, state and federal lawmakers, the Atwater High School Band, and the Merced Union High School agriculture program and FFA students in Sacramento last August to rally against what is described as a “state water grab.”

The opportunity for students to take part in the event was organized through the Merced County Farm Bureau, Assemblyman Adam Gray’s, D-Merced, office, and Atwater High’s superintendent, Alan Peterson.

“This was an opportunity for our agriculture students to experience legislative and government policy among their community and agriculture industry partners,” said Atwater High School FFA advisor Kim Macintosh.



Atwater, Calif., FFA members demonstrate against water plan.

For many students, it was their first time in Sacramento and the Capitol.

“I learned that the water issue expands beyond just farmers and has an effect on all of us,” said Atwater High School agriculture student Jennifer Velazquez.

D. Stutzman FARM
www.stutzman-environmental.com
Proud Supporter of FFA
P.O. Box 307 • Canby, OR 97013
888-877-7665
42-2/106

YOUR AD HERE!

Proud Supporter of FFA
Call Today!
1-800-882-6789
42-2/100

IOKA MARKETING
503-873-6498
877-FOR-IOKA
www.iokamarketing.com
Silverton, Oregon
Proud Supporter of FFA
42-2/106

OREGON BEEF COUNCIL
Proud Supporters of FFA
42-2/109

Klopfenstein Ag Service

Custom Field Tiling

klopfensteinag.com

SILVERTON, OR
503-932-0766

42-2/110