



# Vermont Agency of Agriculture

## Food and Markets

vermont.gov

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## It's Apple Season in Vermont

Growers report this year's crop to be good with plenty of wonderful apples

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**Monday, September 17, 2007**

Montpelier, VT – It may be hard to believe, but apple season has arrived in Vermont. There really is a better way to enjoy a fall day and the beautiful hills of Vermont than to take the family apple picking.

Vermont has about 40 apple producers throughout the state, which sell retail and wholesale to customers around the country. Those sales generate more than \$12-million dollars for the state's economy, as well as an additional \$7-million dollars in value added apple products like pies and cider.

"The over 40 orchards in Vermont produce over 100 different varieties of apples. The first apples of the season are Paulared followed by McIntosh, Cortland and Macoun, to name a few," said Steve Justis, Marketing Specialist with the Vermont Agency of Agriculture. "The season traditionally continues through the end of October." Vermont apples have been on store and farm stand shelves since August, beginning with Paulareds variety.

According to the Vermont Agency of Agriculture, the 2007 apple harvest is expected to be approximately 750,000 bushels down about 8% from last year. This decrease is attributed to scattered spring frosts and seasonal crop fluctuations. Growers throughout New England encountered light to moderate hail damage during the growing season.

"The apple harvest might be down slightly, but there are still plenty of delicious apples to pick in Vermont," commented Roger Allbee, Secretary of the Vermont Agency of Agriculture. "Overall the conditions were favorable for apples and even fruit with a little damage from hail is still juicy and flavorful."

This year, to celebrate the apple crop in Vermont, Small Dog Electronics and apple orchards across the state have teamed up for the "Apples to iPods" promotion. Sponsored in part by the Vermont Department of Tourism and Marketing and the Vermont Agency of Agriculture, this promotion allows visitors to participating Vermont's pick-your-own orchards a chance to win Apple iPods and iPod accessories during the "Apples to iPods" promotion Sept. 17 to Oct. 8. Eleven specially marked wooden apples will be placed in apple trees at select orchards around the state. Customers who find the wooden apple replicas will win an iPod or iPod accessory from Small Dog Electronics. For more information on the promotion or to find pick-your-own orchards in Vermont, visit [www.vermontagriculture.com](http://www.vermontagriculture.com).

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