

Pick an Apple, Win an iPod



[Erica Houskeeper \(mailto:erica.houskeeper@state.vt.us\)](mailto:erica.houskeeper@state.vt.us)

9/17/2007

802-828-0528

[\(http://\)](#)

[High Res Photo Available](#)

MONTPELIER, Vt. – Apple picking this season could be music to your ears.

Visitors to Vermont’s pick-your-own orchards will have a chance to win iPods and iPod accessories during the “Apples to iPods” promotion from 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 Apple iPod or iPod accessory sold by Vermont’s Apple Specialist, Small Dog Electronics.

The promotion is sponsored in partnership with Small Dog Electronics, the Vermont Department of Tourism and Marketing, and the Vermont Agency of Agriculture. More than 20 pick-your-own orchards are participating in the promotion.

“Vermont’s apple orchards are buzzing with activity this time of year and the ‘Apples to iPods’ promotion is a creative way to make apple picking even more fun,” said Governor Jim Douglas. “It also reminds us of the role that both technology and legacy industries like agriculture play in building a stronger, more innovative economy in Vermont,” he added. “Plus, visiting an orchard is a great way to spend time with family, get exercise and savor the beauty of Vermont. I want to encourage every Vermonter—and all of our visitors—to visit a local orchard this fall and take full advantage of this wonderful time of year.”

Vermont has almost 4,000 acres of commercial apple production, and the state’s leading apple varieties are McIntosh, Cortland, Red Delicious and Empire. In 1999, the Vermont legislature designated the apple as the state fruit, and the apple pie as the state pie.

“This is a great promotion and we are really excited to work with orchards in the state and Small Dog Electronics,” said Roger Allbee, Secretary of the Vermont Agency of Agriculture. “The apple industry is important to the state economy contributing more than \$12 million as well as an additional \$7 million in value added products such as pies and cider. Green industries like Small Dog and the technology sector also have tremendous advantages for our economy.”

Apple picking is one of the most popular activities for visitors during Vermont’s foliage season.

“People come from far and wide every fall to enjoy Vermont’s spectacular scenery and to participate in activities such as visiting orchards for apple picking,” said Bruce Hyde, Commissioner of Tourism and Marketing. “It’s a perfect family outing and a wonderful way to take in the beauty of Vermont’s countryside.”

Small Dog Electronics is the top Apple Specialist in New England, and third largest in the U.S. The company started in 1996 as a web retailer has its offices in Waitsfield and last fall opened its flagship retail store in Burlington. For more information, visit [www.smalldog.com \(http://www.smalldog.com\)](http://www.smalldog.com).

“Talk about mixing apples with Apples,” said Small Dog Electronics founder and co-owner Don Mayer. “The combination of Vermont’s tastiest harvest with this popular musical technology is a great way to

support our apple growers and Vermont-based businesses.”

For contest details about “Apples to iPods” and a list of participating orchards, please visit www.VermontVacation.com (<http://www.VermontVacation.com>).