

Produce Specialist Apples Questionnaire

Module 2: Pricing & Forecasts

When has there been a historic challenge with this product (either availability or pricing)?

- It all depends on crop size and fruit size. We have run into issues in the past where Grannys peak on large sizes so we have less small fruit for foodservice. Reds and Galas usually have a nice spread of sizing.

How far out is this product forecasted?

- We usually have a good idea of what the Washington apple crop will look like in August and September and a great idea when the December storage report comes out. Markets can be forecasted up to a month out. Condition and demand can change month to month and that is why we prefer not to give pricing for longer than 1 month out.

When are common annual highs and lows for this product?

- As different varieties come off the trees, markets will be strong for at least a month. For example, Gala markets will be strong in August and early September. Honeycrisp markets will be strong during the same timeframe. Apple markets tend to soften around the holidays and that leads to the highest shipping months out of the state of Washington. Depending on crop size and fruit size, apple markets will strengthen into the Spring and Summer months.

What has been the demand trend for the last two years for this product?

- Demand has been constant.

What does the future forecast show for this product?

- The state of Washington will continue to produce 140-160 million box crops. Red Delicious crops will continue to decrease while organics, Cosmic Crisp and high color varieties will continue to increase.

Where are demand and pricing trends for this product found?

- Demand and pricing trends are market driven. Retail activity, crop size, fruit size and fruit condition all impact demand and pricing trends.

Module 3: Varietals & Specifications

PRIMARILY, how is this product farmed and harvested?

- By hand

How does a growing region affect product performance?

- Washington's climate allows for high quality fruit production. Washington differs from other apple producing states because apples are grown in the desert which greatly reduces the risk of mold, disease, frost and other defects from impacting the crop.

Answer question for each type

Fuji

Are there any commonly stocked varieties within this specific sub type?

- No

What are the specific growing regions or farming & harvesting methods?

- Primary growing regions in Washington: Wenatchee, Yakima Valley, Mid-Columbia, Royal City

- One unique thing about Fujis is we stem clip them to prevent stem punctures while apples are in the bins and being packed.

What is the specific seasonality of this type?

- Fujis are available year-round
- September-August

Are there any specific market or pricing considerations for this type?

- Chinese New Year

Are there any products that this type are commonly confused with?

- No

What are the characteristics of each variety?

- Bi-colored apple (yellow to red)
- Fujis are sweet, crunchy, juicy.
- Fujis are generally a larger apple.
- Typically have pronounced lenticils.
- Can have flecking, which is a type of russeting – purely cosmetic and does not change the flavor of the fruit.
- Excellent for snacking, salads and sauces

What sizing or specifications exist within each variety?

- Sizing 36-198ct
- Grades: WAXF Premium, WAXF #1, USXF

What common defects exist within this product (that aren't common to the product family)?

- Watercore is a common defect with fuji.

How does the product ripen? How can you tell how ripe the products are?

- Apples ripen on the tree prior to picking.
- They are pressure and starch tested in the orchard prior to picking, and again prior to packing.
- Apples should be firm and have little smell to them.
- As apples age or are left out at room temperature, they endure moisture loss and become dehydrated. This can result in a shriveled look.

What percentage of defects are allowed in Sysco brand boxes for this product?

- 8%
- 10% for Juicing apples

Gala

Are there any commonly stocked varieties within this specific sub type?

- No

What are the specific growing regions or farming & harvesting methods?

- Primary growing regions in Washington: Wenatchee, Yakima Valley, Mid-Columbia, Royal City

What is the specific seasonality of this type?

- Galas are available year-round.
- August - July

Are there any specific market or pricing considerations for this type?

- No

Are there any products that this type are commonly confused with?

- No

What are the characteristics of each variety?

- Galas have a thin yellow/red skin and are crisp with a sweet/mild flavor
- Bi-color variety (yellow/red)
- Sweet and crunchy
- Excellent for snacking, baking, salads, sauces

What sizing or specifications exist within each variety?

- Sizing: 36-198
- Galas typically peak in the 80-125ct range
- Grades: WAXF Premium, WAXF #1, WAXF #2

What common defects exist within this product (that aren't common to the product family)?

- Galas are susceptible to bitter bit and bruising

How does the product ripen? How can you tell how ripe the products are?

- Apples ripen on the tree prior to picking.
- They are pressure and starch tested in the orchard prior to picking, and again prior to packing.
- Apples should be firm and have little smell to them.
- As apples age or are left out at room temperature, they endure moisture loss and become dehydrated. This can result in a shriveled look.

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Gold

Are there any commonly stocked varieties within this specific sub type?

- Ginger Gold
- Gold Supreme

What are the specific growing regions or farming & harvesting methods?

- Primary growing regions in Washington: Wenatchee, Yakima Valley, Mid-Columbia, Royal City

What is the specific seasonality of this type?

- Available year round
- September-August

Are there any specific market or pricing considerations for this type?

- No

Are there any products that this type are commonly confused with?

- No

What are the characteristics of each variety?

- Sweet and creamy flavor
- Light green to gold color
- Mild-sweet flavor, crunchy
- Excellent for baking

What sizing or specifications exist within each variety?

- Sizing: 36-198
- Grades: WAXF Premium, WAXF #1,

What common defects exist within this product (that are not common to the product family)?

- Bitter pit
- Susceptible to bruising due to light colored skin.
- Susceptible to stem bowl russet

How does the product ripen? How can you tell how ripe the products are?

- Apples ripen on the tree prior to picking.
- They are pressure and starch tested in the orchard prior to picking, and again prior to packing.
- Apples should be firm and have little smell to them.
- As apples age or are left out at room temperature, they endure moisture loss and become dehydrated. This can result in a shriveled look.

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- 8%
- 10% for Juicing apples

Granny

Are there any commonly stocked varieties within this specific sub type?

- No

What are the specific growing regions or farming & harvesting methods?

- Primary growing regions in Washington: Wenatchee, Yakima Valley, Mid-Columbia, Royal City

What is the specific seasonality of this type?

- Available year round
- September - August

Are there any specific market or pricing considerations for this type?

- No

Are there any products that this type are commonly confused with?

- No

What are the characteristics of each variety?

- Green in color
- Tart flavor
- Excellent for baking, snacking, salads

What sizing or specifications exist within each variety?

- Sizing: 36-198
- Grades: WAXF Premium, WAXF #1, USXF

What common defects exist within this product (that are not common to the product family)?

- Susceptible to bruising.

How does the product ripen? How can you tell how ripe the products are?

- Apples ripen on the tree prior to picking.
- They are pressure and starch tested in the orchard prior to picking, and again prior to packing.
- Apples should be firm and have little smell to them.
- As apples age or are left out at room temperature, they endure moisture loss and become dehydrated. This can result in a shriveled look.

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Red

Are there any commonly stocked varieties within this specific sub type?

- No

What are the specific growing regions or farming & harvesting methods?

- Primary growing regions in Washington: Wenatchee, Yakima Valley, Mid-Columbia, Royal City

What is the specific seasonality of this type?

- Available year round

Are there any specific market or pricing considerations for this type?

- No

Are there any products that this type are commonly confused with?

- No

What are the characteristics of each variety?

- Red delicious are known for their deep red color and are usually taller than they are wide.
- Solid red color
- Mild-sweet flavor
- Crunchy
- Excellent for eating fresh.

What sizing or specifications exist within each variety?

- Sizing: 36-198
- Grades: WAXF Premium, WAXF #1, WAXF #2

What common defects exist within this product (that aren't common to the product family)?

- Watercore and stem punctures, with bruising, however, bruising is harder to find due to the dark skin color.

How does the product ripen? How can you tell how ripe the products are?

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Module 4: Product Availability

What products exist in Sysco brand? What are their specifications?

- We are in the process of creating Sysco branded apples and defining specs. The idea is to roll out Sysco branded apples using a handful of top SUPCs (Red 88, Red 125/138, Granny 88, Granny 100, Granny 125/138). Sysco branded apple specs either have not been defined yet or have not been shared with Sage. Specs will likely align with Washington State Packing Standards.

What products typically exist in non-Sysco brand? What are their specifications?

- Non-Sysco Brand apple products will likely be lesser used items, varieties and specialty packs.

What are common value added or further processed options?

- Sliced and canned apples. Not available from Sage Fruit

What is the competitive advantage to Sysco brand?

- Opportunity to sell national accounts by incentivizing them to buy Sysco brand. ARAMARK

What labeling requirements exist for Sysco brand? What about non brand?

- We plan on including the Sysco Reorder # and the Sysco GTIN barcode, to be provided by Sysco, on our end panel stamp. This has been approved by Sysco corporate in Salinas and Houston. Non-brand will have our standard Sage Fruit box stamp.

Are there any popular competitive brands? What are their Sysco equivalent?

- Sage does not currently supply any branded/private labeled apples/pears.

What games do competitors often play with apples?

- Most commonly, grades will be subbed in order to cover orders. This is common in the retail sector. As far as Sysco grades go, Sysco usually orders a Fancy or a WAXF #2 and we fill the order with a higher grade.
- Competitors may try to come in and buy the business with low bid prices. While attractive in the short term, they do not put in the work Sage does with each and every site. Food shows, sales meetings and weekly conversations are a valuable service Sage Fruit provides. We do not expect our customer service to earn us additional dollars per case, but we do hope our service earns us a fair market price for our products. Supporting growers with a fair market price ensures future production of high-quality apples.