



# Sage Fruit: Apples 101



*Created by  
Sage Fruit Marketing Team*



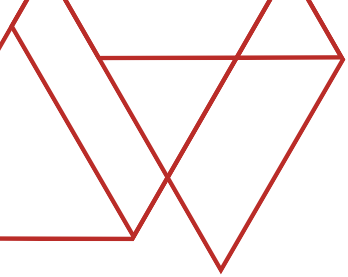


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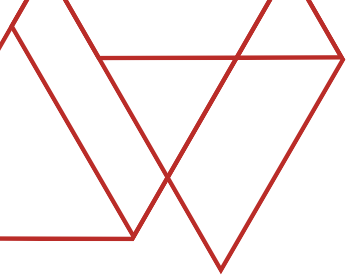




# History of Apples in the PNW

- Apples originated in Kazakhstan and were carried east by traders on the Silk Road.
- By 1826, early settlers realized WA's lava-rich soil & plentiful sunshine created an ideal climate for growing apples.
- The first commercial orchards were established in 1889.
- Early pioneers established irrigation systems, which are essential, as the Eastern WA climate is considered desert.





# History of Apples in the PNW

- There are more than 7500 apple varieties grown worldwide; WA is known for 8 primary varieties, but grows over 30 total.
- Apples are WA's largest agricultural product and grow on over 175,000 acres of orchards
- During peak harvest, an average of 40,000 workers are employed.
- 10-12 billion Washington apples are picked by hand each year.





# WA Grown Organic Apples

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The dry Washington climate and ideal temperatures reduce the number of disease and pest problems that can impact fruit.

Washington's ideal climate reduces the need for spray applications to control insects and pests.

Organic food production is based on a system of farming that maintains and replenishes soil fertility through the use biological pest control, rather than chemical.

From 2006 to 2019, Washington organic apple production quadrupled. Organic apple production has increase by over 20% in each of the last 3 crop years.

Organic apple production has quadrupled in last 10 years, while average FOB pricing has doubled.





# WA Apple Varieties



- Red Delicious
- Golden Delicious
- Granny Smith
- Gala
- Fuji
- Braeburn
- Jonagold
- Red Rome
- Pink Lady®
- Cameo
- Honeycrisp
- Ambrosia
- Smitten
- Cosmic Crisp®
- SugarBee®
- Dazzle™

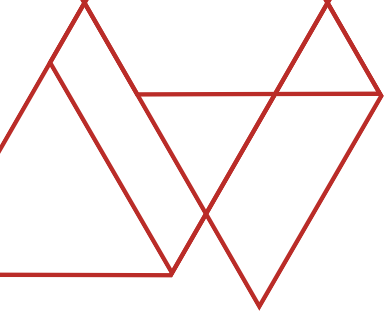




# Regional Apple Varieties

- Zestar
- McIntosh
- Haralson
- Cortland
- Jonathan
- Empire
- Regent
- Honeycrisp
- SweeTango





# Red Delicious

Discovered in Iowa in 1874, grown commercially by the late 1800s

Sweet, juicy flavor

Crisp, dense flesh

Ideal for fresh eating or salads

Available year around

**Large PLU: 4016**

**Small PLU: 4015**







# Golden Delicious

Discovered in West Virginia,  
commercially planted in early  
1900s

Sweet, soft skin, light aroma

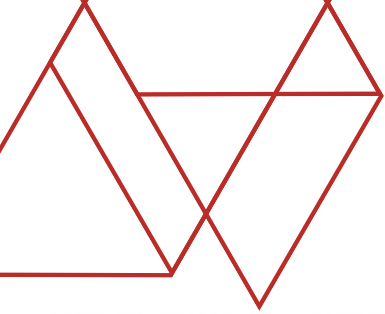
Excellent for pies, sauce, and  
baking; good for eating

Typically available year  
around



**Large PLU: 4020**  
**Small PLU: 4021**





# Granny Smith

Developed in Australia, US  
planting began in the 1960s

Tart, tangy flavor

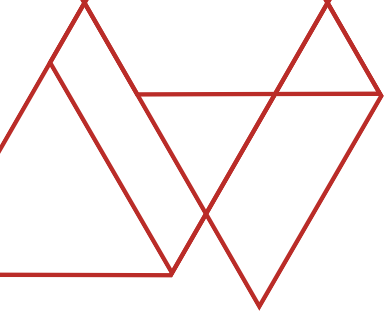
Excellent for salads, sauces, all  
types of baking, freezing, and  
poaching

Available mid Sept – August

**Large PLU: 4017**

**Small PLU: 4139**





# Gala

Developed in NZ. the Gala was introduced to US in the 1980s.

Cross between a Golden Delicious and Cox Orange Pippin

Sweet flavor, aromatic  
Excellent for fresh eating and salads

More Gala trees in WA than any other variety

Available year round

**Large PLU: 4135**

**Small PLU: 4133**





# Fuji

Developed in Japan, the Fuji was brought to the US in the 1980s

Crisp & juicy

Considered to be the sweetest apple variety

Excellent for fresh eating and salads

Available Mid Oct–Sept

**Large PLU: 4131**

**Small PLU: 4129**





# Braeburn

Originated in NZ, first US  
plantings in 1980s

Juicy, sweet-tart flavor, with  
a snap

Ideal for fresh eating and  
pies; also good for salads,  
sauces, or baking

Available October–March

**Large PLU: 4103**

**Small PLU: 4101**





# Jonagold

Cross between a Jonathan and Golden Delicious, first were picked in 1968

Tangy, sweet flavor - crisp dense flesh

Excellent for snacking, salads, baking, and sauce

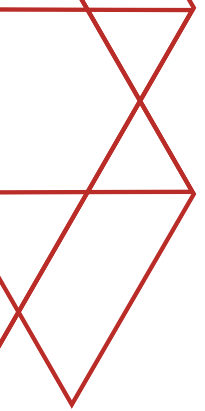
Improved storage practices have increased season

Available Sept - April/May

**Large PLU: 4147**

**Small PLU: 4145**





# Red Rome



Mildly tart flavor

Crisp Texture

Best use is cooking/baking,  
not eating fresh - it's flavor  
grows richer when heated

Available Oct-Jan

**Large PLU: 4172**

**Small PLU: 4170**





# Pink Lady<sup>®</sup>

Cross between a Golden Delicious and Lady Williams, the Pink Lady was developed in Australia

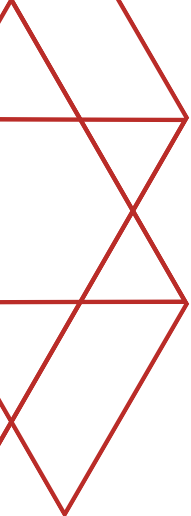
Tangy, tart with a unique sweetness

Excellent for snacking, salads, pies, sauces, and can be used for baking

Available Oct-Sept

**Large PLU: 4130**

**Small PLU: 4128**







# Cameo



Discovered in WA in the 1980s as a “chance seedling” – carried a unique combination of genes from unknown parents

Hearty, all-around apple, sweet-tart flavor, and crisp crunch

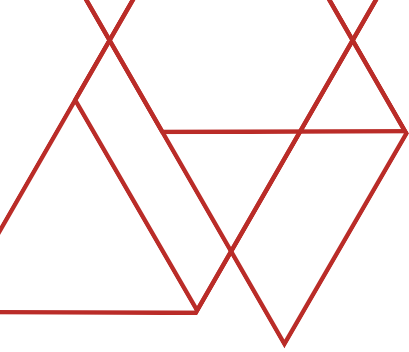
Excellent snacking apple, can be used for sauce or pies

Available mid-Oct – May

**Large PLU: 3066**

**Small PLU: 3065**





# Honeycrisp

Developed at the University of  
Minnesota

Sweet, aromatic flavor

Light, crisp flesh - Exceptionally  
juicy

Excellent apple for eating,  
baking, or sauce

Consumer favorite

Available year round

**Large PLU: 3283**

**Small PLU: 3468**





# Ambrosia

A chance seedling discovered in British Columbia - Its parentage remains unknown

Tender, juicy flesh with a fine, crisp texture

Sweet, honeyed flavor

Great for eating fresh, baking & cooking

**Large PLU: 3438**

**Small PLU: 3438**





# Smitten

Developed in New Zealand through classical breeding

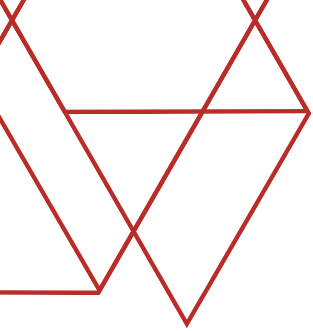
Cross-pollination of the Gala, Braeburn, Fiesta and Falstaff

Sweet with a crisp, juicy flesh

Available September through March

**PLU: 3627**





# Cosmic Crisp<sup>®</sup>

An apple 20 years in the making! Classically bred at WSU, Cosmic Crisp<sup>®</sup> are a cross between the Enterprise and Honeycrisp

The perfect balance of sweet & tart, they have a firm, crisp texture

Cultivated with higher levels of acidity and sugars, they are naturally slow to brown

Harvested Sept-Oct; begin shipping Nov-Dec

Available year round

**PLU: 3507**





# SugarBee<sup>®</sup>



SugarBee is a cross-pollination of the Honeycrisp and an unknown variety

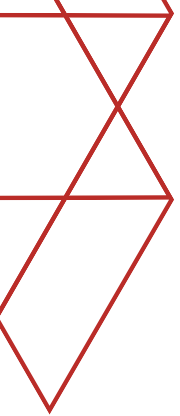
Sweet & juicy – hints of caramel, honey & molasses

Crunchy, firm flesh

Available October through June

**PLU: 3486**





# Dazzle™

Dazzle™ apples were developed Havelock North, New Zealand

Bright red with a vibrant, glossy skin

Sweet, crisp and juicy

Can be used in baking, but are best enjoyed fresh





# McIntosh

Grown in Eastern growing regions such as MI & NY

Sweet with a tart tang, very juicy, tender white flesh

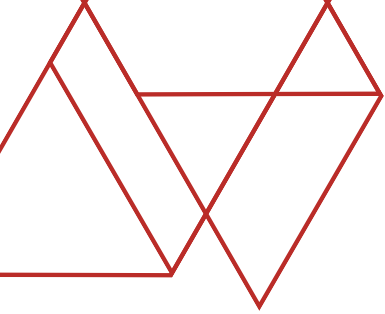
Good for eating and baking

Tender flesh cooks down quickly, thickener needed if making pie

Availability: Sept-May/June







# Empire



Grown in Eastern growing regions such as MI & NY

A blend of sweet and tart, juicy and crisp

Creamy white flesh

Excellent for eating and salad, good for sauce, baking, pies and freezing

Available Sept - July/Aug



# Packaging



## Bags

- 12/3# Mesh/Poly/Pouch
- 12/2# Organic Pouch
- 8/5# Mesh/Poly/Pouch
- 5/8# Poly
- 4/10# Poly
- 120/5# bin
- 180/3# bin



3lb Pouch



5lb Pouch



3lb Mesh

## Bulk

- Tray Pack – Standard 40lb ctn
  - Apple size represents the number of apples per box
- Euro Box – 28lb ctn
- Half Carton – 2 layer, 22lb ctn



40lb standard carton



27lb Euro Carton



# Grading Specs

Variety	Grade	Color	Type
<b>Red Delicious</b>	Washington Extra Fancy Premium	90% min.-100% dark red, with 95% good red	Good to Excellent
	Washington Extra Fancy #1	85% min.-95% dark red, with 90% good red	Fair to Excellent
	Washington Extra Fancy #2	66% min.-90% good red color	Fair to Excellent
<b>Golden Delicious</b>	Washington Extra Fancy Premium	Light Green, White, or Yellow	
	Washington Extra Fancy #1	Green to Yellow	
	Washington Extra Fancy #2	All colors with defects	
<b>Granny Smith</b>	Washington Extra Fancy Premium	Full Green	
	Washington Extra Fancy #1	Blush, Light Green	
	Washington Extra Fancy #2	All colors with defects	
<b>Gala</b>	Washington Extra Fancy Premium	75% minimum red color	
	Washington Extra Fancy #1	50% minimum red color	
	Washington Extra Fancy #2	30% minimum red color (with defects)	
<b>Honeycrisp</b>	Washington Extra Fancy Premium	70% minimum red color	
	Washington Extra Fancy #1	40% minimum red color	
	US Extra Fancy	All colors with defects	



# Grading Specs

Variety	Grade	Color
<b>Fuji</b>	Washington Extra Fancy Premium	75% minimum red color
	Washington Extra Fancy #1	50% minimum red color
	Washington Extra Fancy #2	30% minimum red (with defects)
<b>Braeburn</b>	Washington Extra Fancy Premium	75% minimum red color
	Washington Extra Fancy #1	50% minimum red color
<b>Jonagold</b>	Washington Extra Fancy Premium	75% minimum red color
	Washington Extra Fancy #1	50% minimum red color
<b>Pink Lady</b>	Washington Extra Fancy Premium	75% minimum red color
	Washington Extra Fancy #1	50% minimum red color
<b>Red Rome</b>	Washington Extra Fancy Premium	100% good red color
	Washington Extra Fancy #1	85% to 100% red color
<b>Cameo</b>	Washington Extra Fancy Premium	50% minimum red color
	Washington Extra Fancy #1	20% minimum red color
<b>Cosmic Crisp</b>	Washington Extra Fancy Premium	50% min good red color
	US Extra Fancy	30% min good red color



100ct & smaller  
apples are  
labeled with a  
small PLU  
Sticker



Apple Sizing		
Size	Weight	Diameter (in)
48	14.0 oz	3.64
56	12.0 oz	3.52
64	10.5 oz	3.40
72	9.3 oz	3.29
80	8.4 oz	3.19
88	7.6 oz	3.05
100	6.7 oz	2.93
113	5.9 oz	2.84
125	5.4 oz	2.75
138	4.8 oz	2.69
150	4.5 oz	2.62
163	4.1 oz	2.54
175	3.8 oz	2.46
198	3.4 oz	2.39
216	3.1 oz	2.31



# Sizing: Euro Conversion

Tray Pack Size (40lb)	Euro Size (27lb)	Diameter (in)
48	35	3.64
56	40	2.52
64	45	3.40
72	50	3.29
80	55	3.19
88	60	3.05
100	70	2.93
113	78	2.84
125	84	2.75





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