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WAC unveils video series

Set of nine videos gives consumers and global trade an inside look at the Washington apple business



The video series is divided into nine segments highlighting trade, technology, food safety, journey of an apple, marketing Washington apples, integrated pest management and organics, lifecycle of an apple tree, history of Washington apples and history of varieties, along with a full documentary encompassing all topics.

"There's no better way to tell the story of Washington apples, than to show it," said Toni Lynn Adams, Washington Apple Commission spokesperson. "The scenic hills blanketed with precise hi-density apple orchards, automated technology in

the packing facilities, and most importantly the dedicated individuals growing the apples who are committed to producing the finest fruit possible."

According to the Washington Apple Commission, it has embraced the digital media trend to use a creative educational approach about the history of Washington apples and the progressive techniques that make the industry cutting edge.

Using funding from the USDA Specialty Crop Block Grant programme, administered by the Washington State

Department of Agriculture, the Washington Apple Commission partnered with North by Northwest Productions to create the videos.

The first video debuted at the Washington Apple Commission booth at Asia Fruit Logistica in Hong Kong, and on its social media channels.

You can see the videos on the [Washington Apple Commission website](#) or on the [commission's Youtube channel](#).