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## Harvest underway for Autumn Glory apples

Fruit to be available October through June, with exports planned for Asia, Canada, Mexico and the Middle East



Image via Domex Superfresh Growers

**F**ifth-generation family-owned company Superfresh Growers has started harvesting its Autumn Glory apples in Central Washington, US.

Superfresh Growers own the exclusive worldwide rights to the Autumn Glory apple, which is said to have a very sweet, firm flesh with hints of cinnamon and subtle notes of caramel.

Fruit will be available this season from October through June, and volumes are anticipated to increase, with the aim of guaranteeing year-round supply.

Dave Gleason, horticulturist and proprietary variety developer at Superfresh Growers, said the flavours are just right for harvest.

"The caramel, sweet, and cinnamon notes are very prominent this year," Gleason noted. "We were tasting the flavours even earlier this year, a sign that we have a great crop headed our way."

Autumn Glory apples are destined for domestic markets across the US, with export programmes targeting Asia, Canada, Mexico, and the Middle East, according to director of international business, Jeff Webb.

"Autumn Glory apple now has an international presence, and worldwide consumers are following American trends of anticipating fall as the beginning of Autumn Glory apple season," he said.

Communication manager Catherin Gipe-Stewart said the momentum around Autumn Glory apples grows stronger every year.

"The campaign will continue to launch off the 2019 marketing momentum where it received placement in Thrive Magazine, Country Living online, and Men's Health," she noted.

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