



Honeybear® Brands

Honeybear Brands Offers Year-Round Organic Supply Assurance

Number one Apple importer meets increased demand

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Elgin, Minn., July 7, 2023 – The Washington apple crop experienced a decrease in overall volume this 2022-23 season, and while the organic apple supply was only down about 2%, organic honeycrisp saw a down tick of 14% according to WA storage reports. While retailers have had to be flexible and promote other organic varieties this spring and summer, the Chilean fruit Honeybear® is providing its customers ensures shoppers are experiencing fresh picked flavor of their beloved organic Honeycrisp and other key varieties. Honeybear® Brands uses a dual hemisphere growing strategy that allows them to provide year-round organic supply assurance to customers.

[According to the Organic Trade Association](#), the sale of organic products in 2022 reached an all-time high with organic produce leading the way. For apples, organics represent 15 percent of total sales, which is up from 14 percent in 2020, according to IRI. With demand increasing steadily each year, supply assurance is of the utmost importance for retailers who want to establish relationships with customers looking for organic produce.

“The idea of healthy food and healthy environment is something that continues to grow for Americans and drives their desire for organic products,” says Don Roper, vice president sales and marketing, Honeybear Brands. “Really good organic apples can be hard to come by in the summer months, but the data shows us the demand is there and growing every year. That’s why we continue to grow our southern hemisphere program that allows us to refresh the organic supply during a time when domestic supply begins to run short,” continues Roper.

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Honeybear's Chilean crop is widely known to provide the freshest crop with a flavorful eating experience. The exceptional growing conditions with just the right balance of warm days, cooler nights and perfect rainfall are key to flavorful apples. In addition, the precision work of the company's teams on the ground growing, picking, and packing premium quality apples is second to none. As it did this year, the Honeybear import program will continue to grow along with consumer demand for fresh organic apples.

About Honeybear Brands

Family owned and operated for more than forty years, Honeybear is a dual hemisphere developer, grower, packer, shipper and importer of apples, pears and cherries year-round. A pioneer in the commercialization of honeycrisp, the company has been an industry leader in responsible, sustainable growing practices and land stewardship for many years. Honeybear Brands is a wholly owned subsidiary of Wescott Agri Products. For more information about Honeybear, visit www.honeybearbrands.com and follow us on Facebook.

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