



**Begin Eating an Apple-A-Day During the Fall Season:
Enjoy Weeks of Tasty Varieties and Boundless Health Benefits**

Fall is Rainier Fruit Company's favorite time of year—and this season's harvest is shaping up to be one of the most delicious in a long time

SELAH, WA (October 3, 2014) — For Rainier Fruit Company, fall is the culmination of an entire season's efforts to raise fresh, flavorful apples to share with customers far and near, as well as friends and families. Come fall, the growers at Rainier breathe a sigh of relief as the crop is fully harvested over the next few months. And what a crop 2014 is anticipated to bring.

The growing experts at Rainier Fruit are quietly energized and optimistic about this season's harvest. That's because the overall quality of this harvest promises to be one of the best in many seasons. Why you might wonder? Growing conditions during the entire season have been optimal for fruit maturation/development. The late season cooler nights are allowing the fruit color and flavor to finish with optimal results, and the mild weather in general is good for overall storage quality characteristics.

"We say, "quietly" because—well, we are farmers, after all—years of experience and superstition keep us a bit on edge until the last delicious apple is safely "in the barn," as we like to say," adds Suzanne Wolter, spokesperson for Rainier Fruit.

New Varietals

Over the years, there has been a slow change taking place in the produce department of local supermarkets. New, exciting apples bursting with flavor, crunch and juiciness are quickly rising to the top of consumers' popularity lists. Gala, Fuji and the spectacular Honeycrisp are being purchased in greater numbers than ever before.

With consumer demand growing annually for organic apples, Rainier made a concentrated effort towards increasing organic acreage approximately eight years ago. Since which time, Rainier hasn't looked back as they anticipate an overall production increase of 25% with this year's crop to meet the demands of increasing retail sales for organic apples. In fact, volume increased 14% from September 2013 through May 2014 alone. The organic consumer prefers the mainline varieties of Gala, Fuji and Granny Smith and is also interested in newer varieties such as Honeycrisp, Pink Lady & Lady Alice.

Now in America consumers could eat an apple a day for at least two weeks in the fall and never have the same variety twice. That is quite the change from decades ago when just a few apples were found in abundance. Many of the world's top-selling apple

varieties are grown in Washington state: Red Delicious, Golden Delicious, Gala, Fuji, Granny Smith, Braeburn, Honeycrisp, Jonagold, Pink Lady, Cameo, Jazz, Lady Alice and Junami.

Health Benefits

An Apple-A-Day may be old advice but is incredibly valid. For starters, apples are low in calories (about 80 calories in a small apple), high in fiber, loaded with antioxidants, have been proven to help lower cholesterol, aid in weight loss, reduce the risk of Alzheimer's—and the list goes on. According to the U.S. Apple Association, here are some [research findings](#) that might surprise you:

- A study of the impact of fruit intake on weight loss found that overweight women who ate the equivalent of three apples or pears a day lost more weight on a low-calorie diet than women who didn't add fruit to their diet.
- A growing body of evidence suggests that eating apples and drinking apple juice can be beneficial in improving brain health and diminishing symptoms of Alzheimer's disease.
- Studies evaluating the direct effects of apples on breast cancer prevention in animals found that the more apples consumed, the lower the incidence or number of tumors in test animals. (Apple consumption tested was equivalent to one to six apples a day for 24 weeks.) Another study found that eating just one apple a day could slash the risk of colorectal cancer by more than one-third.
- All apples contain beneficial levels of antioxidants. Two-thirds of an apple's antioxidants are found in its peel.
- Apple product consumers are likely to have lower blood pressure and trimmer waistlines.
- Soluble fiber, like pectin from apples, may reduce the inflammation and strengthen the immune system.

Because apples are perfectly portable and always ready to go, it's super-easy to stow an apple in backpack, lunchbox, purse or pocket for a tasty, nutritious snack any time of day.

Fresh Apples from Rainier Fruit—Safe, Wholesome and Delicious

Rainier Fruit Company grows and ships fresh eating apples worldwide. In addition to America's favorites—Red Delicious, Golden Delicious and Granny Smith—they supply consumers with a wide variety of gourmet apples including Gala, Braeburn, Fuji, Jonagold, Pink Lady, Junami, Cameo, to name a few.

About Rainier Fruit Company

The family-owned and operated farms that sell fruit under the Rainier label have been honing their craft for generations. Long before becoming one of the largest suppliers of apples, cherries, pears, and blueberries in the United States, the growers were simply chasing the American dream of many pioneers. Many of its ranches are now being managed by the fourth, fifth, or even sixth generation, some farming before Washington

State joined the Union. Rainier is fueled by a united effort to grow, pack, and ship the best, most-flavorful fruit, working together to succeed. For more information, visit www.rainierfruit.com.

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