

Honeycrisp: a breakthrough cultivar

- Honeycrisp apple - introduced 1991 by the Univ of Minn.
- Required 30 years from crossing to commercialization.
- Dramatic attention and U.S. market share this decade.
- An *ultra-crisp juicy texture and pleasing flavor* have provided the eating experience that consumers crave, and for which they have even been willing to pay a premium. Growers, as well as consumers, reap the benefits, despite considerable challenges in growing the trees and storing the fruit..



In the past six years, more than 4 mil Honeycrisp trees have been planted in major apple production regions across the U.S. An additional 1 mil trees have been planted worldwide in Canada, Europe, South Africa, New Zealand, Chile and Australia. The dramatic adoption of Honeycrisp garnered it the **2007 Outstanding Fruit Cultivar Award** from the American Society for Horticultural Science, while in 2006 it was even designated Minnesota's **official state fruit**.