

DID YOU KNOW?

There's nothing more American than apples! In fact, apples are grown in every state in the continental U.S. Each year, the United States produces around 30 billion apples in more than 150 varieties available in grocery stores.

The U.S. Apple Association (USApple), which is the national voice of the American apple industry representing more than 7,500 apple growers, 40 state and regional organizations, and 1,000 individual apple companies in the country, is excited to present this Retail R.D. Toolkit. It features the latest apple nutrition information, dietitian-developed and family-friendly recipes and marketing materials. USApple recognizes your vital role as a retail dietitian in helping consumers make nutritious choices at point-of-purchase and understands your need for consumer-friendly educational materials.

That's why we developed this "ready-to-use" toolkit. It will help you educate and inspire shoppers about the many nutritional and health benefits and unparalleled versatility of U.S.-grown apples.

In the following pages, we've included:

- **Production and consumption facts & figures**
- **Dietitian-developed, kid-approved apple recipes**
- **10 reasons to adore apples graphic**
- **Two consumer-friendly blog posts**
- **Social media thought-starters**
- **Incentive prize details**
- **References**

A "Thank You" from USApple

To show our appreciation for your communications efforts, USApple will be awarding three prizes to retail R.D.s who help spread the word about U.S.-grown apples. Prizes will include gift cards to Williams-Sonoma, fresh hand-picked apples and copies of "The Apple Lover's Cookbook." For more details about this prize program, see "Retail Dietitian Incentive Prize Program from the U.S. Apple Association."

