

SOCIAL MEDIA THOUGHT STARTERS

The U.S. Apple Association is the national trade association representing all of the apple industry. The social media handles for U.S. Apple Association and this initiative include:



Facebook: @USApples



Twitter: @US_Apples



Pinterest: USApples

Other hashtags to use for this nutrition communications campaign, if appropriate, include:

#USApples, #AppleNutrition, #AppleHarvest, #AppletizeMe

FACEBOOK

AMERICA'S FAVORITE APPLES

Did you know that there are more than 2,500 varieties of apples grown in the U.S.? Here are the top-10 most purchased varieties. Did your favorite make the list?

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|------------------|---------------------|
| 1. Gala | 6. Golden Delicious |
| 2. Red Delicious | 7. McIntosh |
| 3. Fuji | 8. Pink Lady |
| 4. Granny Smith | 9. Braeburn |
| 5. Honeycrisp | 10. Jazz |

@USApples #AppleHarvest #AppletizeMe

APPLES MAKE PEELING OFF POUNDS EASIER

Thanks to filling soluble fiber and ursolic acid, a natural compound that has been found to boost fat-burning, apples may help you peel off pounds. Women who ate 3 apples per day lost 2 pounds in 10 weeks! For more reasons to crunch on apples for your health, visit @USApples. #diet #weightloss #USApples

HOW DO YOU LIKE THEM APPLES?

Apples are an icon of health and they're everywhere—from crispens to classrooms (a perfect present for a

favorite teacher) to clichés (an apple a day, the apple of my eye, the best thing since sliced apples, and so on). Find out the 10 reasons why they're so healthy—and why you should enjoy one (or two!) every day. (Link to the **10 Reasons to Adore Apples** graphic) @USApples

WHAT'S YOUR APPLE PERSONALITY?

Are you a sports nut, hipster, adventurer or natural born leader? Check out AppletizeMe! <http://appletizeme.com/whats-your-apple-personality/> from @USApples, where you can match your personality to your favorite apple and its perfect pairings like @Marzetti products, @CaliforniaWalnuts, @JohnsonvilleKitchens and @RothCheese. #AppletizeMe #USApples

GRILLED CHEESE & APPLE SANDWICHES? YOU BET!

Instead of serving apples as a fresh fruit snack, how about making kid-friendly sandwiches with apples? Kids will love this dietitian-developed **Sweet and Cheesy Apple Panini** (Link to recipe) from @USApples that's a healthier twist to a grilled cheese sandwich. #USApples #grilledcheese #healthyrecipes

THE PERFECT PICK

What kind of apple do you want: Sweet and juicy? Tangy yet tender? Tart and crisp? Do you want one that's perfect for snacking, baking or for a salad? With so many varieties readily available, use this guide from @USApples to help you find the perfect apple—and a perfect pairing at <http://appletizeme.com/category/pairings/>. #USApples #fallfoods #AppletizeMe

YUCK TO YUM! DELICIOUS APPLE RECIPES YOUR KIDS WILL LOVE

Looking for great ways to get your kids excited about eating more fruit? Apples are one of kids' favorite fruits and go well in kid-friendly recipes, like baked apples a la mode, inside-out caramel apples, apple kebobs and apple sandwiches from @USApples. #USApples #healthyrecipes #nutrition

SUGGESTED TWEETS

#USApples may help improve memory and more. Read all the ways @US_Apples benefit #health (Link to blog post **3 Reasons to Add Apples to Your Disease-Fighting Arsenal**)

10 Great Ways to Enjoy @US_Apples this Fall! #recipes #healthyeating (Link to the **10 Reasons to Adore Apples** graphic) #USApples

Check out these kid-friendly, #RDN approved #apple #snacks! #healthyeating @US_Apples (Link to blog post **Apple Appeal: 7 Reasons Your Kids Will Fall for this Fruit**)

#USApples can help you peel off pounds @US_Apples #weightloss #diets (Link to blog post **3 Reasons to Add Apples to Your Disease-Fighting Arsenal**)

Wow your guests this season with this Easy Applesauce Cake #healthyrecipes #USApples @US_Apples (Link to **Easy Applesauce Cake** recipe)

7 Appealing #USApple #Snacks for Your Kids #healthysnacks @US_Apples (Link to blog post **Apple Appeal: 7 Reasons Your Kids Will Fall for this Fruit**)

Are you a sports nut, hipster or adventurer? Check out @US_Apples' AppletizeMe.com to find your #AppletizeMe personality!