



**NEW BRUNSWICK**  
DELICIOUSLY CANADIAN

# CRISP BY NATURE



Deliciously Canadian

# APPLES



- Pure, delicious, nutritious.
- Over 100 years of commercial production.
- Healthy, sustainable industry.

New Brunswick apples are famous for their delicious flavour, bright colour, and health benefits, making them one of the most valuable fruit crops in the province. This flavourful orchard fruit has come to be known as one of the world's most versatile and comforting ingredients.

Did you know that New Brunswick has the best climate in the world to grow juicy, Honeycrisp apples? Thanks to their crisp, juicy texture, sweet taste, and vibrant colours, demand for Honeycrisp apples continues to grow, and New Brunswick is ready to meet this demand.

New Brunswickers have been growing apples for many generations, with producers old and new consistently offering the highest quality apples in North America. Thanks to multigenerational breeding programs, New Brunswick's apple orchards offer a wide range of varieties, including Cortland, McIntosh, and Paula Red, as well as new selections such as Ambrosia, Gala, and Honeycrisp.

New Brunswick apples have become a staple in markets, restaurants and households all over the world and thanks to increasing demand, our growers are planting more and more apple trees, investing in new equipment and state-of-the-art controlled-atmosphere storage technology as they expand orchard production and produce high-quality and safe fruit for both local and export markets.



## New Brunswick Apple Products

- **Fresh varieties:** Honeycrisp, Ambrosia, Cortland, McIntosh, Gala, Ginger Gold, Paula Red, Evangeline, Russet.
- **Wine, hard cider, sparkling cider.**
- **Sweet cider, juice.**

## Core Strength Why Apples are a Nutritional Powerhouse

- **Rich in antioxidants, phytonutrients and flavonoids.**
- **Low in saturated fat, cholesterol and sodium.**
- **Great source of dietary fibre and Vitamin C.**
- **Improve eyesight and facilitate digestion.**



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