

For MONDAY 12<sup>th</sup> JANUARY 2015

## **ENGLISH APPLE GROWERS FUND £250k ADVERTISING CAMPAIGN TO BOOST SALES**

English apple growers have commissioned a new £250,000 marketing campaign to persuade shoppers to buy apples in preference to other snacks. The consumption of apples has been in decline in recent years and growers hope this campaign will highlight to shoppers that there is an 'apple for everyone'. Concentrating on the English grown varieties only should also help to boost awareness of home grown varieties – some old – some new – which are particularly good at this time of year.

The campaign starts today (12<sup>th</sup> January) and will run for a month in women's magazines, online lifestyle websites and national radio. It will hope to revitalise the apple 'category' amongst shoppers and inject some fun into choosing from the many varieties especially via the new website ([www.loveenglishapples.co.uk](http://www.loveenglishapples.co.uk)) which is aimed particularly at families.

Since 2011 the volume of all apples sold has declined or been flat. Growers attribute this to the rising competition from fast food, confectionary and other snacks. Growers also fear that the '5 a day' message which should be driving up consumption is being ignored by shoppers who currently only achieve 3 of their '5 a day'. In 2011 total sales of apples in the UK amounted to 527,000 tonnes compared with 482,000 tonnes in 2014, a decline of 9%.

However, there are grounds for optimism as the latest industry sales data shows sales of English apples have increased by a remarkable 29% this autumn compared to 2013. Industry insiders think that the late arrival of English apples into stores at the start of the 2013 season meant supermarkets were forced to fill their shelves with other fruit and imported varieties. Shoppers responded by simply 'forgetting' about apples for a while. When the 2014 crop arrived, sales showed a sharp increase in response.

Adrian Barlow, Chief Executive of English Apples and Pears Ltd, the growers' association said "At a time when growers' margins are under pressure due to the problems caused by the Russian ban, it is much to their credit that English growers have been prepared to make this investment to develop demand and consumption. They want shoppers to recognise that English apples are good both for them, local economies and the environment. There really is an English apple for everyone and due to our climate, they are the best in world. As ever shoppers, should always look for the Union Jack label to ensure they are buying English."

- ENDS-

Notes:

English Apples are on Facebook – 'Love English Apples' and on Twitter@loveengapp  
For further information, interviews with Adrian Barlow, clips of the advertising and more please contact the English apples press office on 07989 343271.

**English Apples to look out for in the winter and spring 2015:**

Gala, Braeburn, Cox, Jazz, Reubens, Kanzi, Cameo, Egremont Russet.

**New English apple varieties making their way onto selected supermarket shelves from now until**

**More Industry figures: early May 2015:**

'Opal', 'Evelina', 'Envy', 'Crimson Crisp' and 'Amelia'.

**Total apples sold in the UK 2010 to 2014 (all apples):**

<b>2010</b>	506,000 tonnes
<b>2011</b>	527,000 tonnes
<b>2012</b>	516,000 tonnes
<b>2013</b>	472,000 tonnes
<b>2014</b>	482,000 tonnes

**Total fruit sold** ('Take home' fruit in tonnes. Includes all tropical fruit, stone fruit, soft fruit and top fruit)

<b>2012</b>	2,477,000
<b>2013</b>	2,419,000
<b>2014</b>	2,510,000