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Superfresh Growers super-focused on apple production

[Superfresh Growers](#) is all about the production process in delivering premium-grade apples. Operating orchards throughout Central Washington, the Yakima-based grower-shipper stands out as an industry leader within the apple category, offering year-round volume and high-quality control throughout it's pack lines.

As for the upcoming season, Catherine Gipe-Stewart, Director of Marketing, said "Superfresh Growers is super-focused on organic and conventional Autumn Glory, and Cosmic Crisp apples." Gipe-Stewart pointed to noticeable growth in volume for the latter, with conventional volume up 20 percent and nearly 400 percent in their organic offering of Cosmic Crisp. Autumn Glory is also up, 20 percent in conventional and 5 percent in organic, as Gipe-Stewart pointed to Nielsen data, showing that, "consumers are resoundingly spending their hard-earned dollars on high-flavor varieties like Cosmic Crisp and Autumn Glory."

While overall slightly down in sizes, Superfresh Growers expects a good range in size options, including school-sized apples for back-to-school bag promotions, as well as apples that tend to be larger in size, like Cosmic Crisp, Honeycrisp and Fuji.

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