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Michigan apple growers approve continuation referendum

March 19, 2023

The Michigan Department of Agriculture and Rural Development announced that Michigan apple producers have approved a referendum to continue the Michigan Apple Advertising and Promotion Program and implement the proposed changes presented by the [Michigan Apple Committee](#).

The program will continue for an additional five years beginning Sept. 1 and ending Aug. 31, 2028. The current assessment rates are \$0.52 per hundredweight of fresh apples, \$0.28 for apples sold for processing and \$0.12 for apples sold for juice. Included are a \$.04 per hundredweight for research and up to \$.03 per hundredweight for promotion of U.S. apples with the United States Apple Association.

“The proposed changes included grammatical updates, and adding the words ‘up to’ before the assessment rates, allowing the MAC board flexibility to lower assessments if necessary,” said Diane Smith, executive director of the Michigan Apple Committee.

Each producer voted on two questions — one on the continuation of the Michigan Apple Advertising and Promotion Program for an additional five years; and the second was regarding proposed changes to the program.

Eighty-seven percent of producers voted yes for the program to continue, and 91 percent of producers voted yes to make the proposed changes to the Michigan Apple Advertising and Promotion Program.

For renewal of the program and its activities, more than 50 percent of the voting producers, representing more than 50 percent of the production of those voting, must have approved it.

Established in July 1968, the Michigan Apple Advertising and Promotion Program was developed to enhance the economic position of Michigan apple producers through advertising, promotion and publicity programs; to conduct market development and research; and to obtain and disseminate other apple industry information important to producers.

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