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**Pennsylvania's apple harvest begins**

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[Rice Fruit Co.](#), a leading producer of high-quality Eastern apples, is thrilled to announce the beginning of the highly anticipated 2023 apple harvest. With a commitment to freshness, sustainability and delivering sweet-natured flavors, Rice Fruit is poised to exceed expectations once again.

Now in its 110th year of business, Rice Fruit recognizes that every apple season is different, filled with opportunities and challenges, and this year is no exception. With a slightly early start, the Rice Fruit team began shipping their earliest varieties the first week of August.

“Every year, the anticipation renews itself, and this new crop is sure to exceed our expectations,” shared Brenda Briggs, vice president of sales and marketing at Rice Fruit Co. “We had sufficient rain and sunshine, along with cool summer nights, all leading to beautiful apples with fantastic flavor.”

Renowned for their dedication to delivering the freshest, premium apples, Rice Fruit’s commitment begins with a deeply rooted passion for horticulture and extends to an unwavering focus on sustainability. As a company built on the firm belief that one must leave the land better than one found it, Rice Fruit is deeply invested in reducing its ecological footprint.

“By embracing innovative practices and prioritizing eco-conscious solutions, we are ensuring the health of both our apples and the environment,” said Briggs.

With a long history of utilizing Integrated Pest Management programs, their grower partners effectively monitor pest pressure and therefore eliminate unnecessary pass-throughs. Launching a pollinator garden this spring was yet another way for Rice to foster biodiversity and support vital pollinators, safeguarding the ecosystem that sustains their orchards.

Rice Fruit Co. has also taken significant strides toward a greener future by incorporating renewable energy sources into its operations, like the solar-panel roof at its main packing facility.

“Our steadfast commitment to becoming carbon-neutral further cements our position as a responsible steward of the environment,” said Briggs. “We have been concentrating on this for a long time and are committed to furthering our knowledge and practices.”

Rice Fruit Co. takes great pride in selling one of the delights of nature: a beautiful, delicious apple. With over a century of experience in the fruit industry, the Rice Fruit team takes immense pride in their journey of progress, embracing cutting-edge technologies while preserving their cherished heritage.

This year’s apple harvest promises an abundance of fruit with an impressive crop size that will undoubtedly delight retailers, category managers and wholesale distributors. The exceptional fruit quality makes Rice Fruit Co.’s apples stand out from the crowd, ensuring consumer satisfaction and repeat business.

To seize the opportunity for first-to-market promotions, Rice Fruit Co. will begin shipping their early apple varieties: Gala, Ginger Gold and Honeycrisp. These high-flavor varieties offer the perfect

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opportunity for retailers and distributors to capitalize on the excitement surrounding the start of the apple season.

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