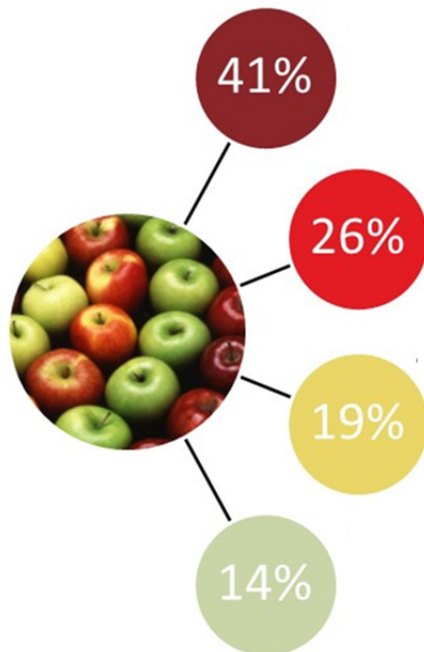




New apple varieties Canadian consumers will love

- Since 2011, the Vineland apple breeding program has been developing new varieties with a focus on consumer appeal
- In a recent blind taste test, Vineland's apples performed very well with over 90 per cent of them being liked as much as Honeycrisp and more than Gala
- Based on liking differences for apple flavours, consumers can be classified into one of four different apple-style groups:



- Like apples with lots of sweetness & low acidity
- Like apples that are very crisp with juicy textures
- Like apples that have a sweet-acid balance with juicy & crisp textures
- Dislike apples that are mealy & have high acidity

For more information, contact:

Rachael LeBlanc, Research Scientist, Plant Breeding

rachael.leblanc@vinelandresearch.com, 905-562-0320 x772

This research is supported by Ontario Apple Growers through the Agriculture and Agri-Food Canada AgriScience Program and through the Ontario Ministry of Agriculture, Food and Rural Affairs-University of Guelph Partnership Program.

vinelandresearch.com

@vinelandrsrch VinelandComm

[vineland-research-and-innovation-centre](https://www.linkedin.com/company/vineland-research-and-innovation-centre)

vineland
RESEARCH & INNOVATION CENTRE