

# How Not to Screw Up Another Perfectly Good Apple Variety

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**1.**  
**DO WHAT YOU ALWAYS DID  
AND YOU'LL GET WHAT YOU  
ALWAYS GOT**

Honeycrisp is a profitable variety, for now, for those growers who have a few boxes. The only thing that will keep it profitable is if growers change the way they think about what they do and protect their own long-term best interests by making decisions much more carefully about how their fruit is marketed.

Growers must retain control of Honeycrisp or it will suffer the same fate as any of the other great new varieties which preceded it (and are now essentially worthless).

Oh, by the way, if you can't grow it really well, don't grow it at all!

**2.**  
**YOU GET WHAT YOU  
"INCENT"**

Retailers are not responsible for lousy prices. The biggest fundamental structural problem with the entire wholesale apple industry is that salespeople are rewarded for pushing volume, not for achieving per-box revenue. If Honeycrisp is to retain its super-premium pricing, growers must insist that those who sell it are rewarded (with an incentive) for unit revenue, not just unit volume.

Think qualitatively, not quantitatively.

**3.**  
**WHAT YOU DON'T ASK FOR,  
YOU WON'T GET  
(So ask for this)**

Make sure whoever is going to sell your Honeycrisp has a real marketing plan specific to the variety and the experience and commitment to execute it.

- Use aggressive merchandising tactics and liberal demo budgets to encourage trial and justify super-premium pricing (3 to 4% of gross revenue).
- Maintain "supply insufficiency" through geographic market expansion. No Honeycrisp should move more than 500 miles to the east or west until we have achieved good market penetration from north to south.

Make sure the quality being delivered to the consumer justifies a \$2-a-pound price point.

- Two-thirds filled in pink/orange/red color.
- Do we need to develop special packaging to reduce bruising?
- No poly bags . . . ever!

Make sure your packer/seller gets paid the same way you do!

Remember Rule #2!

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