

Pushing Through the Noise: Reaching Your Target Audience

Social Media Panel

08.16.24

Today's panelists



Angela Sommers, Ten Acre Marketing, Senior Account Manager



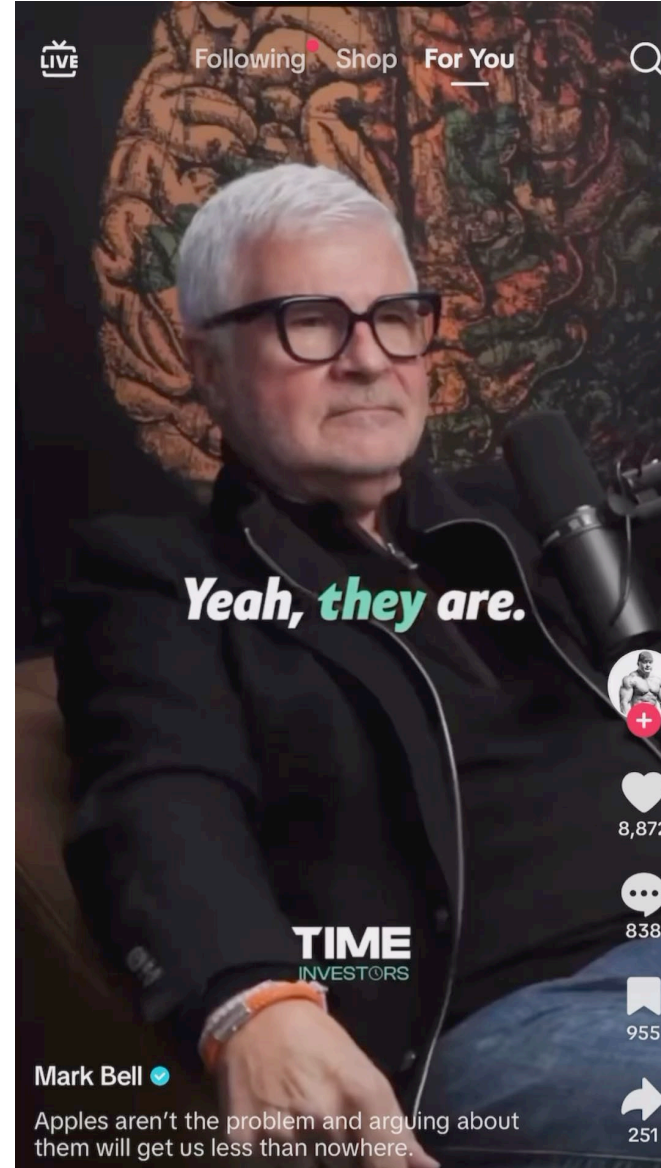
Kaitlyn Thornton, Thornton Farms, 4th Gen Orchardist



James Williams, United Apple Sales, Business Development

Where the apple industry grows together

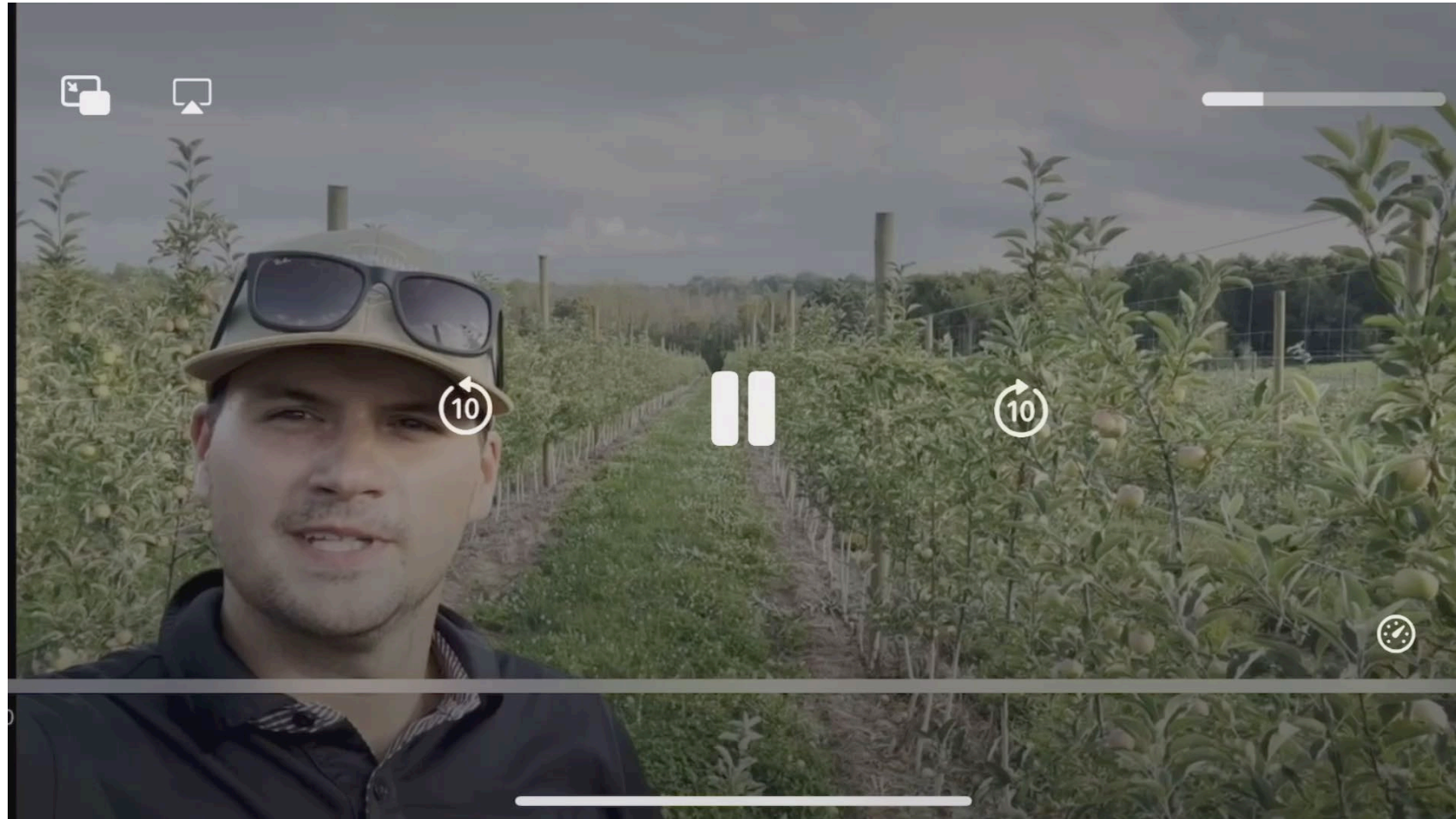
Using negative content as an education opportunity



Where the apple industry grows together

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Real-time orchard update & facts about thinning



Where the apple industry grows together

Kait's most viewed video: myth busting about wax on apples

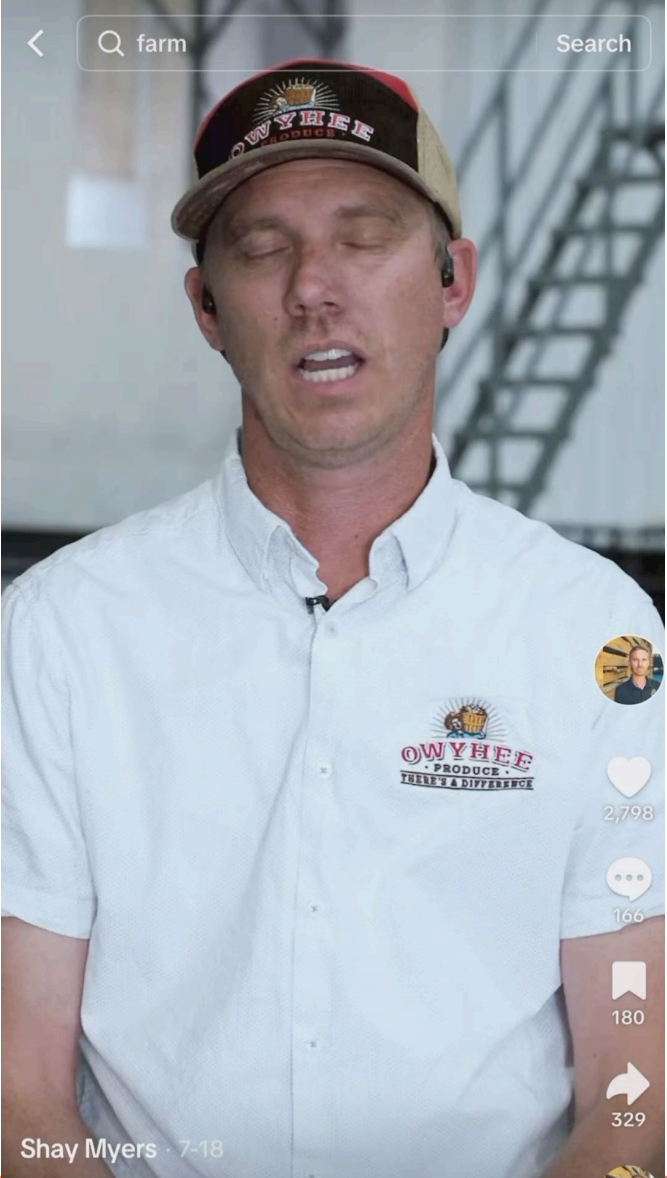
7 million views



Where the apple industry grows together

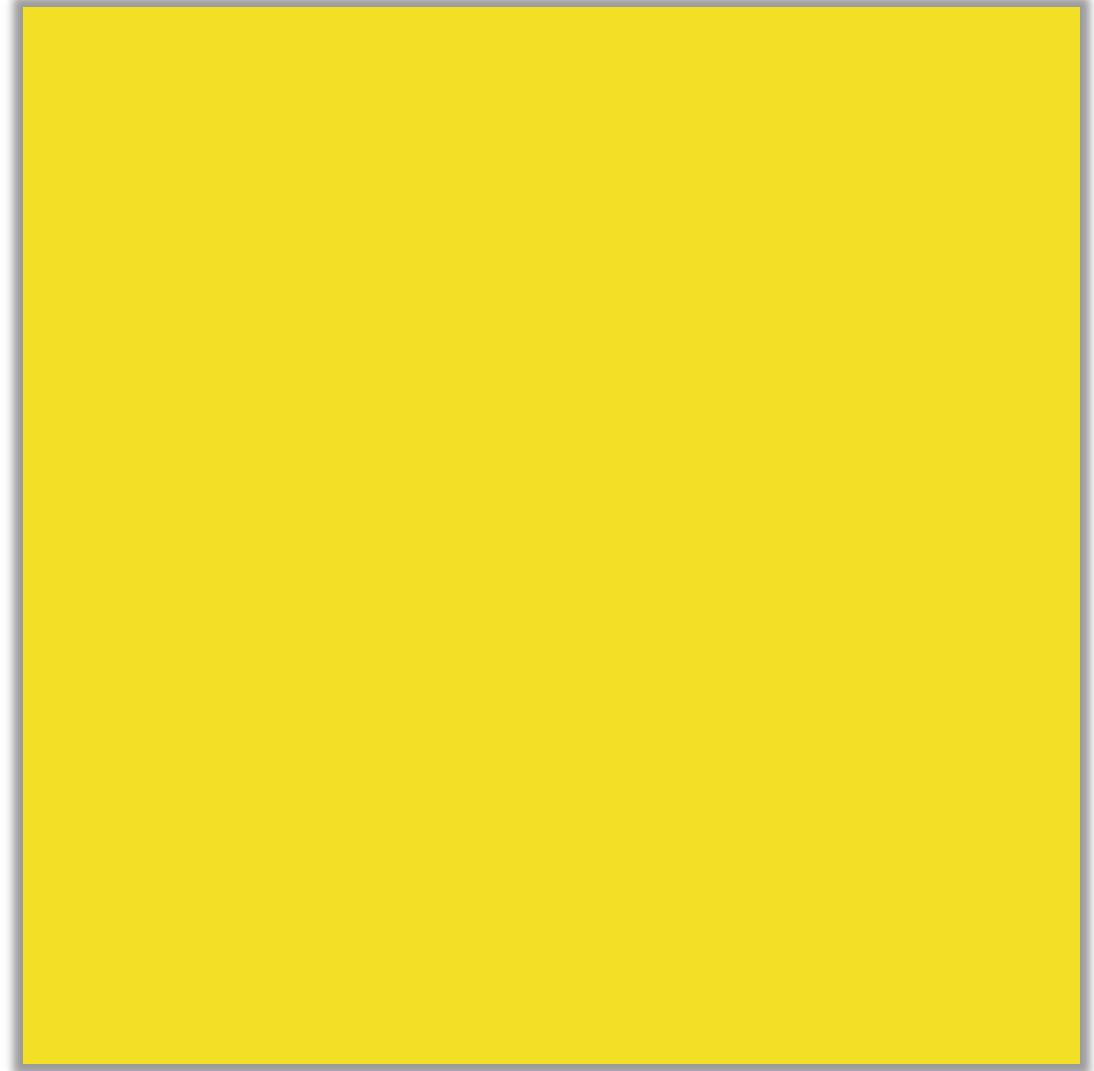
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Straight from the farmer: sharing why we hire H-2A workers




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“Info-tainment” can take many forms



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The snowball effect of cross-promotion


 **Jim Bair** · You
President & CEO at U.S. Apple Association
5mo · 🌐

How is it possible the apples you buy now are just as crunchy & juicy as the apples you bought right after harvest last fall? Just like us, apples breathe, taking in oxygen and releasing carbon dioxide. Natural, but ultimately not good for apple quality over time. To keep the apples at peak quality, immediately after harvest they are placed in giant air-tight rooms. Bins holding about 900 pounds each are stacked wall-to-wall and floor-to-ceiling. The doors are sealed, and the temperature is dropped to just above freezing. Computerized systems adjust the atmosphere inside the room from the air we breathe – 78% nitrogen and 21% oxygen – to 97% N and 2% O. This puts the apples into hibernation for a nice winter nap. When the sealed doors are opened the apples wake up. Rise and shine apples! Then they are loaded onto trucks for shipment to your supermarket.

Here, [Mike Preacher of Superfresh Growers](#) checks out one of their storages in Yakima, Washington. It's already been partially emptied since harvest, but when full it holds 2,500 bins of apples. That's about 2.25 million pounds of apples – enough to fill 54 refrigerated semi-trailers.

[#apples](#) [#farming](#) [#supplychain](#) [#usapples](#)



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Questions?

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