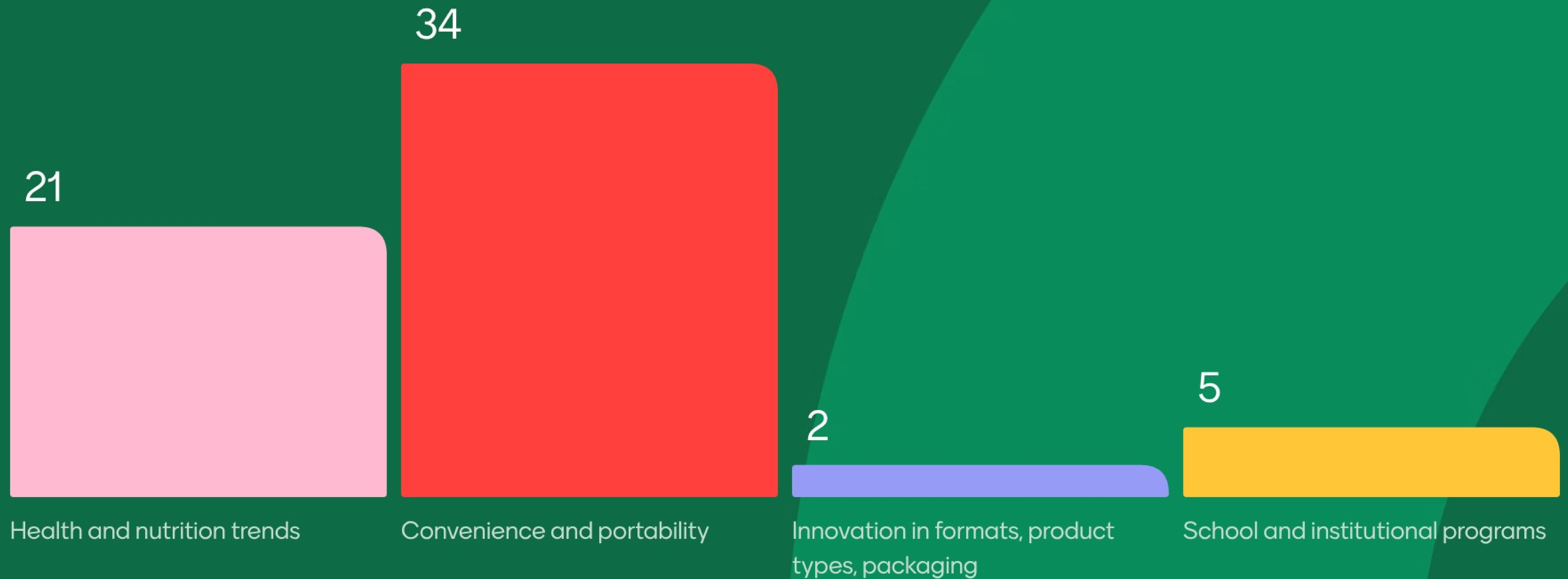
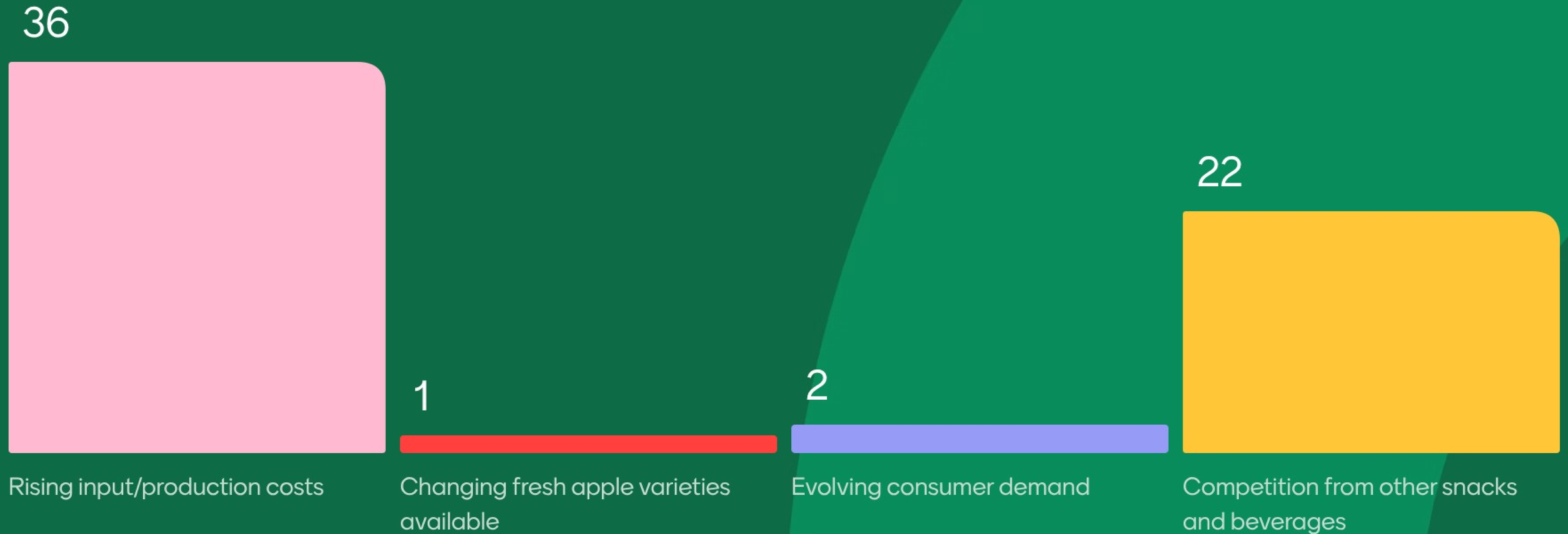


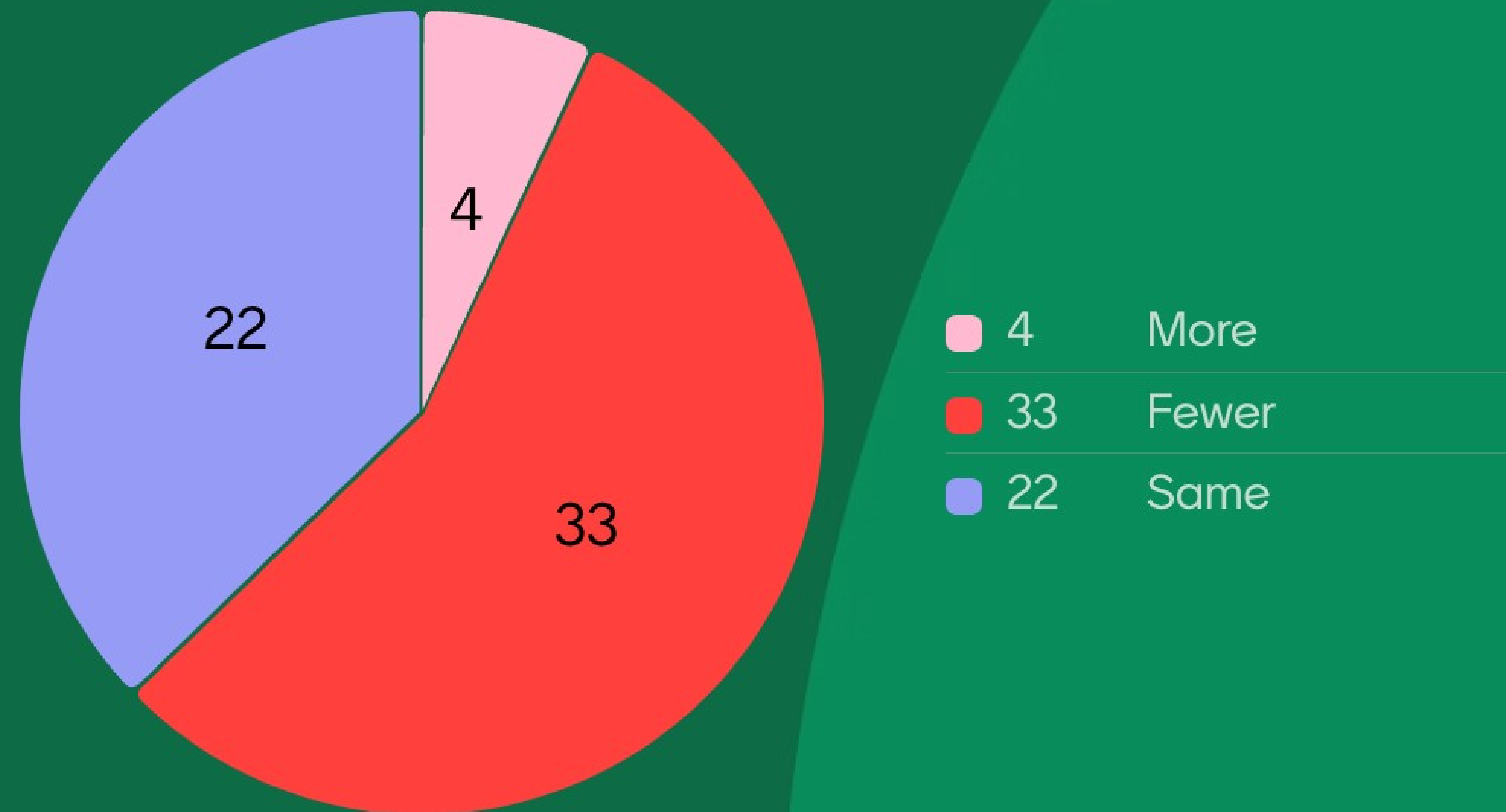
What do you think is ***most*** driving demand for processed apple products today?



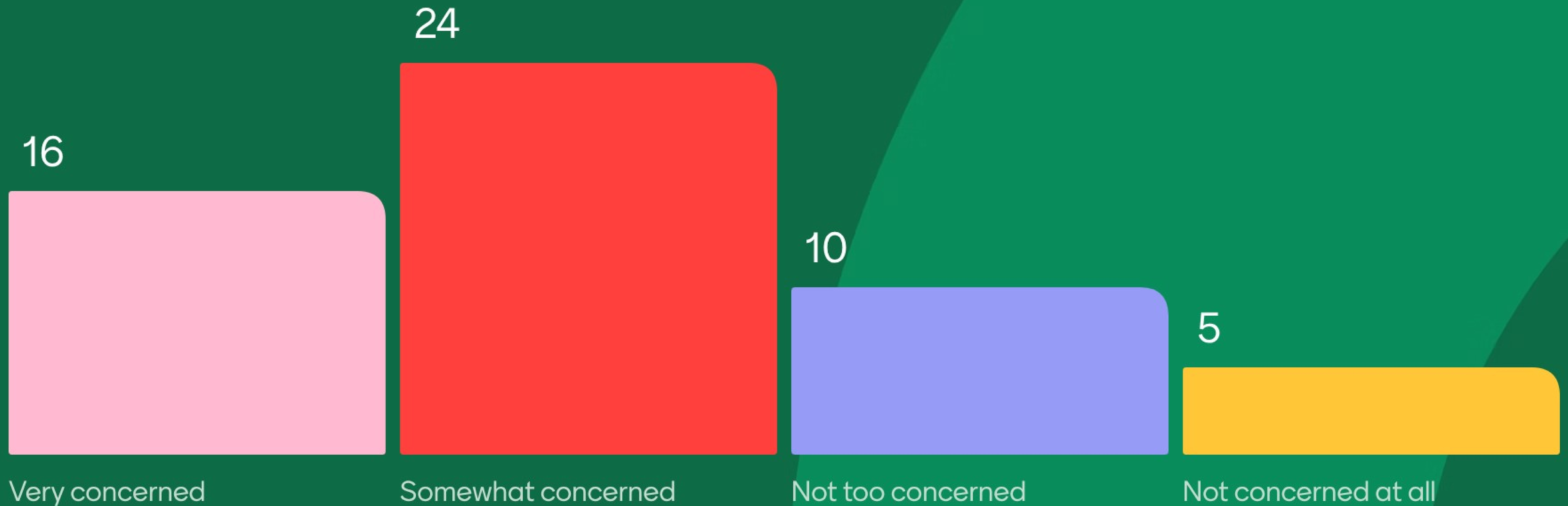
What's the biggest challenge you see facing processed apple markets?



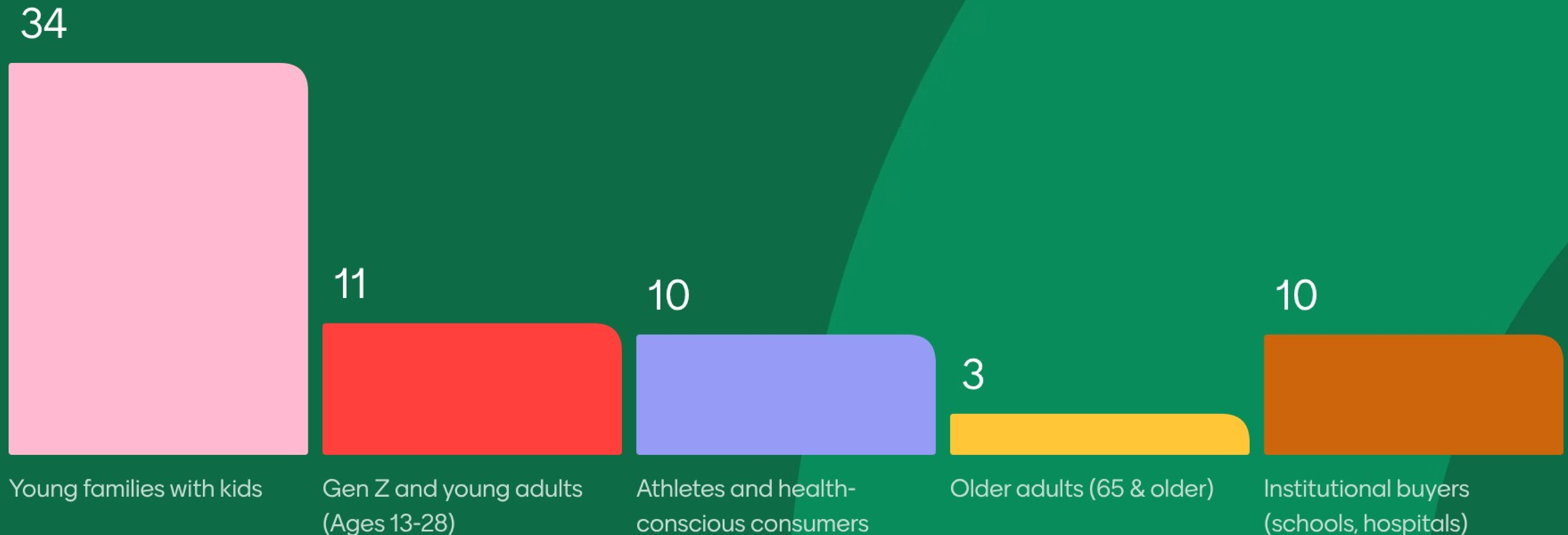
Are you seeing more, fewer, or the same number of growers in your region producing for the processing market?



How concerned are you about future volatility in the processed apple market?



Which consumer group do you think represents the *greatest growth opportunity* for processed apple products?



What best describes your own household's processed apple product consumption?

