



WE'RE **BIG**
ON APPLES



New  Nouveau
Brunswick
C A N A D A



APPLES

NEW BRUNSWICK APPLES ARE A **BIG** PART OF OUR HISTORY

New Brunswick apples are famous for their delicious flavour, bright colour, and healthy nutrients, making them the second-most valuable fruit crop in the province. We have been producing apples for generations, with producers old and new striving to produce some of the best apples in North America. New Brunswick apple orchards offer a wide range of varieties, including Cortland, McIntosh, and Paula Red, as well as new selections such as Ambrosia, Gala, and Honeycrisp. Did you know that the New Brunswick region grows some of the best Honeycrisp apples in the world? Thanks to their crisp, juicy texture, sweet taste, and vibrant colours, demand for Honeycrisp apples continues to grow, and we are well positioned to meet this demand.

Thanks to the broader appeal of these new varieties, growers are planting more and more apple trees to meet increasing demand, investing in new equipment and state-of-the-art controlled-atmosphere storage technology. This is all part of an effort to expand orchard production and produce high-quality fruit for both local and export markets. New Brunswick is well positioned to meet this demand, as we are at the doorstep of Eastern North American markets and our rail system, deepwater ports, and international airports offer connections that provide ready access to markets around the globe.



CORE STRENGTH WHY APPLES ARE A NUTRITIONAL POWERHOUSE

Rich in antioxidants, phytonutrients and flavonoids.

Low in saturated fat, cholesterol and sodium.

Great source of dietary fibre and Vitamin C.

Improve eyesight and facilitate digestion.

NEW BRUNSWICK APPLE PRODUCTS

Fresh varieties: Honeycrisp, Ambrosia, Cortland, McIntosh, Gala, Ginger Gold, Paula Red, Evangeline, Russet.

Wine, hard cider, sparkling cider.

Sweet cider, juice.

For more information:

www.gnb.ca/MarketingandTrade-Food

