

JUNE NEWSLETTER

From MAIA President Bill Dodd

2023 Spring Update

MAIA membership now exceeds 1,100 growers. Access to new apple varieties and helping members profit from those varieties is the reason MAIA exists. The MAIA model of releasing varieties is not perfect, however it is a sound investment for your orchard, both short term and long term. A new red strain of MAIA1, (MAIA-Mitchell) has been discovered and trees will be available in limited numbers for 2025 and plenty will be available for 2026. I would contact your nursery sooner, rather than later to get on the order list. Several promising selections are in final evaluations to determine if they will be released. MAIA's partnership with Reality Research is allowing us to ramp up our apple breeding activities. Join MAIA for an educational meeting August 9th, in Lyons NY to see first hand what we are doing. MAIA is an active partner, investing in the marketing of our exciting selections.



Bill Dodd and Bill Pitts

We are anxious to hear what more we can do to help your business succeed. And, we appreciate your suggestions in the Facebook group, through emails and chats. Together let's increase per capita consumption of apples!

Introducing MAIA-Mitchell: A Vibrant, Early-Coloring Successor to MAIA-1



The Midwest Apple Improvement Association (MAIA) proudly presents MAIA-Mitchell, an advanced and more vibrant coloring strain of its groundbreaking predecessor, MAIA-1. This revolutionary chili red apple boasts an impressive color, which begins developing up to 8 weeks earlier than MAIA-1, with up to 88% of the apple displaying its stunning hue. It ripens approximately the same time as MAIA-1.

Consumers can expect the same exceptional qualities found in MAIA-1, including a superior

crunchy texture, maximum juiciness, and unparalleled flavor. Discovered by Bill Pitts in Wayne County, NY, in 2018, MAIA-Mitchell emerged as a limb mutation in a commercial orchard. With a patent pending (USPTO Application Number 18130019), MAIA-Mitchell's fruit, which meets strict quality standards, will be marketed as EverCrisp®.

MAIA-Mitchell trees will be available in limited supply from MAIA-licensed nurseries. Please contact your local nursery for availability.



MAIA-Mitchell, Sept 13 coloring

EVERCRISP® MARKETING MATERIALS AVAILABLE FOR FARM MARKETS



Use this digital order form to request your marketing materials for EverCrisp® and email it to maiamarketing@mekanic.com

Check this box if there are changes to your company name or contact information.

Name: _____ Company: _____

Phone: _____ Email: _____

Full mailing address*: _____
*Note that we cannot ship merchandise to PO boxes.

Evercrisp® T-shirt	Qty	SIZE (please check one)	
One free included with order Additional T's available for ordering from our website in September	1	Adult SM	Adult XL
		Adult MED	Adult 2XL
		Adult LG	Adult 3XL

Marketing Material	Qty
Business Card Handout	
POS Variety card (5.5" x 8.5")	
Banner (48" x 26")	
Diecut Sticker	
Tree Row Sign	
Total Qty	

**PLEASE RETURN ORDER FORMS BY JULY 15!
ORDERS WILL SHIP EARLY SEPTEMBER.**

SAVE THE DATE

2023 MAIA Field Day



Reality Research Farms | Lyons, NY
Wednesday, August 9, 2023
(times and details to follow)

As a MAIA member, you can join our private Facebook group. It's a great forum for sharing ideas and asking other MAIA growers for growing tips. Search "MAIA Member Group," then click the "JOIN" button. You need to enter your name and email for approval.



If you budded or grafted any MAIA varieties, you are required to sign a license agreement. Additionally, royalty fees are due to MAIA by August 1st. Contact Karen at kburkhart@maiaapples.com with questions.

 SweetMaia

Sweet Beginnings

MAIA-SM® A Summer apple with Fall characteristics. Crispy and delicious, with a lovely, vibrant carmine hue. Sweet Maia® is your orchard's sweet beginnings.

PLACE YOUR ORDER TODAY!

