



# THE ORTET

Volume Nine

Midwest Apple Improvement Association



# Volume 9 | Autumn 2023

## In This Issue

- 1 | Message From The Chairman
- 2 | 2023 MAIA Update
- 3 | MAIA1 & MAIA-Mitchell (EverCrisp®)
- 4 | MAIA-SM (Sweet Maia®)
- 5 | MAIA-L (Ludacrisp®)
- 6 | MAIA11 (Rosalee®)
- 7 | MAIA12 (Summerset®) & MAIA-Z (Sweet Zinger®)
- 8 | Coming Soon
- 9 | MAIA Is Here to Meet Your Marketing Needs

Cover Illustration by Justine Clougherty



## MAIA Staff

- Bill Dodd**  
President

**Karen Burkhart**  
Senior Vice President,  
Atlantic Operations
- Hank Markgraf**  
Canadian Consultant

**Bill Pitts**  
Horticultural Consultant



## Save The Date

**2024 MAIA Field Day**  
at Reality Research Farms | Lyons, NY

**Tuesday, August 27, 2024**  
(times and details to follow)

## MAIA Board of Directors

- David Doud**  
Chairman of the Board
- Felix Cooper**  
Vice Chairman of the Board
- Allen Grobe**  
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- Chris Eckert**  
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- Chris Kropf**  
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- Andy Lynd**  
Board Member
- Dano Simmons**  
Board Member
- Jacob Wafler**  
Board Member



## MAIA Annual Meeting

**Wednesday, March 27, 2024, 1:00 pm EST**

**The 2024 MAIA Annual meeting will be held as a Zoom meeting.**

Email [kburkhart@maiaapples.com](mailto:kburkhart@maiaapples.com) if you wish to receive a Zoom invitation for the annual meeting.

All members will be emailed a reminder in early March.

## A Message From The Chairman

You will find, within this publication, information on the varieties MAIA has made available to all. The two newest are MAIA-AM (Patent Pending and Trademark Name applied for) and MAIA-T (Scruffy®). Both of these unique varieties will help fill ‘holes’ in the fall harvesting season for your markets.

MAIA-AM ripens directly following Honeycrisp and behaves well on the tree, potentially providing three weekends of U-Pick harvesting. An outstanding yellow apple for which customers will return.

Scruffy® is not a conventionally beautiful apple, being striped and russeted. What it lacks in appearance, it makes up for in flavor, being spritely and perceived by most as “tart.” Consumers who prefer tart flavor have been poorly served by modern apple introductions. At its initial public introduction at GLEXPO, in December 2023, it was the talk of the table, garnering rave reviews.

The big news, however, is MAIA-Mitchell. A limb mutation of MAIA1 (EverCrisp® apples when grown to standards) discovered by Bill Pitts in a Wafler Farm’s planting; it is remarkable for its solid, bright red coloring. Find more information and discussion in the EverCrisp® article in this publication. It is a game changer for the variety. But it does not obsolete existing plantings of MAIA1, and it does not negate the necessity of being a good horticulturist (for this and any other variety). It will be several years before any fruit of MAIA-Mitchell enters the market. Take good care of your existing MAIA-1 plantings, many of which are settling down and pumping out bins of “the best apple in the world.”



MAIA’s champion lineup of varieties



**David Doud, and wife Valerie**  
**MAIA Chairman of the Board**  
Countyline Orchard, Wabash, IN

How many varieties are too many? Mitch Lynd, our founder, envisioned a new variety for each week of the U-Pick season. Many direct market operations are growing 20 or more varieties through the season. Some may say we don’t need any more varieties, but outstanding new material drives excitement and return engagement from customers. MAIA has a pipeline of elite selections under evaluation and is generating thousands of new seedlings a year, looking for the next better apple.

Direct marketers will be well served to integrate the full season of MAIA varieties as orchards are renovated. All these varieties meet modern quality expectations.



From the President

# 2023 MAIA Update

What do I get for my \$100 annual MAIA membership dues? I am asked this question from time to time. Some of the answers are obvious, like access to new varieties. My favorite answer: MAIA invests in anything and everything to help our grower members be profitable. **RESEARCH:** 6,000 seedling trees have been planted from controlled crosses and open pollinated selections and are being evaluated. This number of seedlings makes MAIA one of the largest apple breeding programs in the world. MAIA continues to invest in varieties after they are released. Growing apples is not an exact science, and as challenges are brought to our attention, research is funded to help solve horticultural challenges and develop storage protocols. MAIA also finances establishing certified virus-free material to be distributed to licensed nurseries. **MARKETING:** MAIA does not sell apples, but we work with many sales desks to help fund projects with retailers. MAIA has a marketing firm on retainer that can design point-of-purchase and packing materials to meet customers' needs. A targeted, paid social media campaign for EverCrisp® is being developed for 2024. Materials for Farm Market members are available by request. Let us know if you have ideas for other marketing materials that would help you with your operation. **INDUSTRY SUPPORT:** MAIA is excited to support state meetings and other apple organizations like IFTA and US Apple.



**Bill Dodd**  
MAIA President  
Hillcrest Orchard, Amherst, OH

The MAIA Board of Directors and management team are very proud of what is being accomplished for the MAIA membership. This issue of the Ortet includes information on the apple varieties that are available to all members. **Thank you to Reality Research, in Lyons, NY, for providing variety information and data for this issue.** Please let one of the MAIA team members know what else we can do to help you be profitable!



MAIA Variety Evaluations-Eckert Orchards, Bellville IL-September 2023  
Bill Pitts, Chris Eckert, Dan Simmons, Bill Dodd, Karen Burkhart, David Doud & Jim Eckert



MAIA1  
USPP 24579  
MAIA-Mitchell  
US Patent Pending  
EverCrisp®

MAIA1 parent varieties provide the remarkable crunch (Honeycrisp) and the delightful sweetness (Fuji) for this amazing apple! MAIA1 trees have been planted for over 10 years, and this past summer, a vibrant early-coloring strain, MAIA-Mitchell, was released. Both strains will produce high-quality, desirable fruit late in the season and store exceptionally well into the new year.

Parents/Cross	Honeycrisp X Fuji
Growth Overview	Growth Habit Between Honeycrisp & Gala, Pruning: Click Prune to Strengthen Fruiting Branches, Avoid Stacking, Trim Off Vertical Buds
Rootstock Recommendations	Bud 9 , M9-337 & G11
Thinning Recommendations	Light Thinning, 7-10mm fruit size, 1pt/A Carbyral + 3 fl oz/A NAA
Harvest - Timing	After Fuji
Harvest - typical pressure for good quality or storing potential	18-20 lbs.
Harvest - typical Starch for good quality & storing potential	6-8 Cornell Starch-Iodine chart (1-8 rating scale)
Harvest - typical Brix for good quality & storing potential	14-16
Harvest - use of growth regulators	Possible 1/2 Rate of Retain®, to Reduce Greasiness & Watercore
Storage recommendations	38° F Stores well in regular storage
MAIA-Mitchell data is unknown at this time, initially it seems to have similar growth and response characteristics as MAIA1. Evaluations are underway.	





MAIA-SM

USPP 34437

Sweet Maia®

An early ripening apple, harvesting before Gala, with fall apple quality! A sweet apple with a show-stopping red peel. A perfect snacking apple to kick off your apple season!



Parents/Cross	Honeycrisp X Winecrisp
Growth Overview	Growth Habit Between Honeycrisp & Gala, Pruning: Click Prune to Strengthen Fruiting Branches, Avoid Stacking, Trim Off Vertical Buds
Rootstock Recommendations	Bud 9 , M9-337 & G11
Thinning Recommendations	Mild Thinning, 7-10mm fruit size, 2pt/A Carbyral + 4 fl oz/A NAA
Harvest - Timing	2-3 Weeks before Gala
Harvest - typical pressure for good quality or storing potential	18-20 lbs.
Harvest - typical Starch for good quality & storing potential	6-8 Cornell Starch-Iodine chart (1-8 rating scale)
Harvest - typical Brix for good quality & storing potential	14-16
Harvest - use of growth regulators	Possible 1/2 Rate of Retain®, to Reduce Greasiness & Watercore
Storage recommendations	38° F



MAIA-L

USPP 30472

Ludacrisp®

A late fall apple that is super crispy, has complex flavors, and stores well. It blooms late and requires thinning.



Parents/Cross	Open Pollinated Sweet 16
Growth Overview	Aggressive Growth Habits; tree is stronger and more vigorous than MAIA1
Rootstock Recommendations	Bud 9 , M9-337 & G11
Thinning Recommendations	Mild Thinning, 7-10mm fruit size, 2pt/A Carbyral + 3 fl oz/A NAA
Harvest - Timing	Matures with Fuji; Flavor improves greatly as it remains on the tree. Do not harvest too early!
Harvest - typical pressure for good quality or storing potential	15-16 lbs.
Harvest - typical Starch for good quality & storing potential	5-7 Cornell Starch-Iodine chart (1-8 rating scale)
Harvest - typical Brix for good quality & storing potential	15-17
Harvest - use of growth regulators	Possible 1/3 Rate of Retain®, to Reduce Greasiness
Storage recommendations	Under evaluation





MAIA11

USPP 29146

Rosalee®

An appealing red/pink apple with a delightfully luscious flavor finishing with a floral tone.



Parents/Cross	Honeycrisp X Fuji
Growth Overview	Growth Habit Between Honeycrisp & Gala, Pruning: Click Prune to Strengthen Fruiting Branches, Avoid Stacking, Trim Off Vertical Buds
Rootstock Recommendations	Bud 9 , M9-337 & G11
Thinning Recommendations	Mild Thinning, 7-10mm fruit size, 2pt/A Carbyral + 4 fl oz/A NAA
Harvest - Timing	4-5 weeks after Gala
Harvest - typical pressure for good quality or storing potential	15-16 lbs.
Harvest - typical Starch for good quality & storing potential	6-7 Cornell Starch-Iodine chart (1-8 rating scale)
Harvest - typical Brix for good quality & storing potential	15-16
Harvest - use of growth regulators	under evaluation
Storage recommendations	38° F



MAIA11, 3rd leaf (Joseph Root-NY)



MAIA12

USPP 29213

Summerset®

An early season large, pink/red fruit with a pleasant, sweet flavor and delightful texture. A top-notch selection for U-pick and markets.



Parents/Cross	Honeycrisp X Fuji
Growth Overview	Growth habit similar to MAIA1
Rootstock Recommendations	Bud 9 , M9-337 & G11
Thinning Recommendations	Light Thinning, 7-10mm fruit size, 1pt/a Carbyral + 3 fl oz/a NAA
Harvest - Timing	with Gala or 1 week after Gala
Harvest - typical pressure for good quality or storing potential	13-15 lbs.
Harvest - typical Starch for good quality & storing potential	4-6 Cornell Starch-Iodine chart (1-8 rating scale)
Harvest - typical Brix for good quality & storing potential	13-14
Harvest - use of growth regulators	under evaluation
Storage recommendations	38° F



MAIA-Z

USPP 30059

Sweet Zinger®

A distinctively colored apple with mottled red/yellow & orange. It offers a unique flavor — a splash of honey with a dash of tartness.



Parents/Cross	Goldrush X Sweet 16
Growth Overview	Weak growth habit , Vf scab resistance
Rootstock Recommendations	Bud 9 , M9-337 & G11
Thinning Recommendations	under evaluation
Harvest - Timing	6 weeks after Gala
Harvest - typical pressure for good quality or storing potential	17-18 lbs.
Harvest - typical Starch for good quality & storing potential	6-7 Cornell Starch-Iodine chart (1-8 rating scale)
Harvest - typical Brix for good quality & storing potential	15-16
Harvest - use of growth regulators	under evaluation
Storage recommendations	under evaluation





# COMING SOON

## MAIA-AM

US Patent Pending  
(Trademark Name pending)  
Honeycrisp x Fuji cross

An early fall golden apple that ripens one week after Gala and has a long harvest window. It has a waxy-smooth, russet-free, light-yellow skin. It is highly rated by consumers for being crispy and bursting with juiciness!



## MAIA-T

USPP 30088

## Scruffy®

Honeycrisp, open pollinated

Scruffy® is a superb tasting fall apple harvesting approximately 1-3 weeks after Gala. It has an incredibly complex flavor, great texture and is tart with a sweet finish. It is not the prettiest apple, but it out-scored everything it was put up against at farm market tastings. Storage and harvesting evaluations are underway.



## MAIA Elite Selection

## MAIA-R

Unknown parentage  
Plant Patent application expected in 2024

A beautiful fall apple harvesting 1-2 weeks after Gala. This new variety is delightfully firm and stores exceptionally well.



# MAIA Is HERE to Meet Your Marketing Needs

We are here to assist you with your marketing needs for all the MAIA varieties that you grow and pack.

## Farm Markets:

MAIA offered EverCrisp® marketing materials to Farm Markets last fall. We will announce our new offerings this June, in time to ship for harvest season.

Please contact us to have your market added to our social media sites as “Where to Buy” Evercrisp® or to be added to our Farm Market email list. Please reach out to [maiamarketing@mekanic.com](mailto:maiamarketing@mekanic.com)



## Wholesale Packers:

PLU stickers are available for EverCrisp® and Ludacrisp®. We can meet all your needs for wholesale packaging (bags, pouches, boxes, cartons, & bins); reach out and we can work with your package manufacturers. Check our website under *Marketing Resources* for examples or contact us at [maiamarketing@mekanic.com](mailto:maiamarketing@mekanic.com)



## Nurseries:

We have an online photo gallery of all MAIA varieties for use in your catalogs or advertising.







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