

CONSUMER INSIGHT BITES

TOPIC

Consumer Preferences For Apples

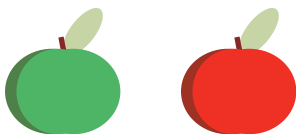
RESEARCH PROGRAM

Opening New Markets: Driving Growth in Canadian Horticulture with New Plant Varieties

METHOD

Our trained sensory panel analysed **over 70** different apple varieties to create a map of apple sensory profiles.

The data was combined with preference data collected from **225 consumers**.



KEY FINDINGS

Consumers can generally be placed into **two categories** based on their apple flavour preferences:

89% of the population prefers **sweeter apples** with **red apple flavour**

11% of the population prefers **sour apples** with **green apple flavour**

While many commercial apple varieties are successful, our consumer preference research indicates that the ideal apple has yet to be created.

TAKEAWAY

The Vineland apple breeding program is striving to create new apple varieties for Canadian consumers. We have identified a "sweet spot" for the taste and texture of these Ontario bred apples that is being used to create the next popular apple varieties.

Growing Forward 2 
A federal-provincial-territorial initiative

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