



## WISCONSIN SUCCESS STORY



### → ABOUT THE CRUNCH

The [Great Apple Crunch](#) is an annual event that encourages healthy eating and supports farm to school and other local food purchasing initiatives. Every October during Farm to School month, over a million participants from Minnesota, Wisconsin, Illinois, Indiana, Michigan, Iowa and Ohio CRUNCH into local apples to celebrate.

### → EPLEGAARDEN'S CRUNCH SUCCESS!

**Eplegaarden** in Fitchburg, WI participates in the Crunch through sales to their local school district. The orchard also occasionally sells to these schools outside of the Crunch event. For orchard operator David Wildes, selling for the Crunch is more than just "getting another case of apples sold." The Crunch and other sales to schools serve as a promotional event and relationship-building tool with a key audience - families with kids. Wildes appreciates the opportunity to sell to schools within his vicinity so that these sales can spark and foster relationships with his community. For Wildes, it's important that the Crunch gets the Eplegaarden Orchard name into the community households near him.

### → WHAT CAN OTHERS LEARN FROM THE CRUNCH?

"Ask your fair price!" says Wildes. Institutional sales can be a consistent and stable market for your orchard, but Wildes reminds interested apple growers to work with schools that prioritize local purchasing at the farmer's fair price.

Wildes also shares that local sales can save on time, packaging costs, and waste. When Wildes distributes his apples for the Crunch, he delivers them in his bushel bins which he picks up when empty. This saves his orchard on supplies and time spent packaging into smaller units. He also appreciates the opportunity to keep packaging supplies out of the waste stream.

### → FAVORITE MOMENT

Wildes appreciates hearing back from the schools after the Crunch event. For Wildes, it's rewarding that they always receive good feedback from the schools that they supply. Who wouldn't love hearing that their fresh, local, nutritious apples are a big hit with students!

### → LEARN MORE

Want to know more about Eplegaarden?  
Visit: [eplegaarden.com](http://eplegaarden.com)



**FOR MORE ABOUT THE CRUNCH GO TO:**  
[HEALTHYLIVING.EXTENSION.WISC.EDU/EVENTS/APPLE-CRUNCH](http://HEALTHYLIVING.EXTENSION.WISC.EDU/EVENTS/APPLE-CRUNCH)