



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.

→ LOG CABIN'S CRUNCH SUCCESS!

Log Cabin Orchard in Plymouth, WI has been selling apples to their local school district for the Crunch since 2015. Sales aren't limited to the annual event. These schools regularly purchased apples from Log Cabin Orchard over the past 8 years because of the sales connection made through the Crunch.

While institutional sales are only a small portion of his annual apple sales, orchard owner Scott Overby appreciates that he can count on a big order for the Crunch sales every year. As another benefit, unlike his main avenues for sales at farmers markets and pick-your-own, the Crunch sales and his ongoing institutional sales "happen rain or shine."

→ WHAT CAN OTHERS LEARN FROM THE CRUNCH?

Overby would have other apple growers know that "the Crunch is not that hard." While the wholesale market may bring in less money per apple for Overby when compared to his farmers market sales, he shared that the Crunch and other apple sales to schools come with additional benefits. These sales bring positive publicity through the students who get to know about Log Cabin Orchard, the larger sales take less time to move more product, and the schools serve as a market that prefers the orchard's smaller apples.

→ FAVORITE MOMENT

Overby sees lots of benefits to participating in the Crunch but his favorite is "knowing that the apples I grew are being eaten and enjoyed by the children of my community."

→ LEARN MORE

Want to know more about Log Cabin Orchard? Visit: facebook.com/LogCabinOrchard



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