PRESENTED BY: Opal

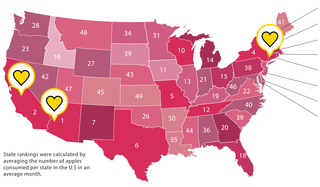
APPLE CONSUMPTION INDEX

An Opal Apple's Survey of U.S. Apple Consumption

Based on a survey of 2,000 Americans we are excited to present the Apple Consumption Index — our guide to American's love of apples across all 50 U.S states.

1 From coast to coast, which U.S states love apples most?

To rank each state, we asked residents how many apples they consume per month. Each states' overall rank is shown below.



State rankings were calculated by averaging the number of apples consumed per state in the U.S in an average month.

TOP 10 STATES THAT CONSUME APPLES MOST:

1 Arizona
2 California
3 Connecticut
4 New York
5 Missouri
6 Texas
7 New Mexico
8 Hawaii
9 New Jersey
10 Wisconsin

APPLE LOVE ACROSS THE NATION

56% Americans are buying apples on most grocery store trips.

79% Americans like trying new types of apples.

45% Americans choose apples as their #1 fruit choice before any other fruit.

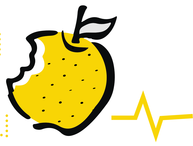
2 An apple a day keeps the doctor away

We asked americans to share their opinion on the health benefits of apples.

98% Apples are a healthy food.

94% Eating apples can support healthy weight loss .

98% Apples are nutritious and have essential vitamins and minerals.



47% of Americans are eating more apples since the pandemic than they used to.

3 THE NATURALLY NON-BROWNING APPLE

Opal® apples are Naturally Non-Browning, so they won't brown after cutting, keeping your snacks crisp and fresh!

The perfect treat for families and kids!

67% Parents choose apples as their go-to fruit for kids

55% Parents regularly pack apples in their kid's lunchboxes

Apples contribute to a healthy lifestyle and the well-being of your family

Care about non-browning properties in apples	67%
Have never heard of apples that do not brown	56%
Prefer to buy non -GMO foods	56%

OPAL APPLES ARE THE BEST SNACK!

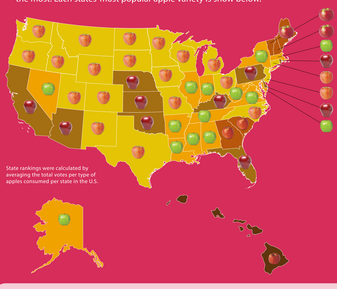
Opals are sweet and fresh
Americans consider sweetness an important characteristic when eating raw apples. 92%

Opals are crunchy
Americans consider crunchiness an important characteristic when eating raw apples. 85%

LET'S EAT SOME Opal

4 America's Favorite Apple Varieties Per State

To rank each state, we asked residents what variety of apple they consume the most. Each states' most popular apple variety is show below.



State rankings were calculated by averaging the total votes per type of apples consumed per state in the U.S.

MOST CONSUMED APPLE PER STATE:	20 STATES	14 STATES	10 STATES	3 STATES	2 STATES	1 STATE
	HoneyCrisp	Granny Smith	Red Delicious	McIntosh	Gala	Fuji

5 Apple Pie: #1 American's favorite apple-related dessert

We asked Americans how they felt about a selection of apple-related desserts.

Apple Pie 83%

Apple Strudel 74%

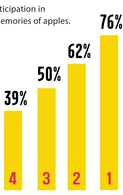
Apple Crisp 76%

Apple Turnover 72%

6 Apple Nostalgia

When we asked survey takers about their use of apples and participation in apple-related activities it was clear that Americans have fond memories of apples.

1 Apples were my favorite snack when growing up.
2 I have bobbed for apples before.
3 I have fond childhood memories of apple picking.
4 I have given a teacher an apple before.



CRAVE THE CRUNCH!

BROUGHT TO YOU BY: Opal