

# PROCESSED APPLES

In Aomori, about 21% of apples are processed. About 21% of the processed apples are liquid

Such as...

- apple juice and jam, and the rest is all sold or disposed.

Discover good points of Aomori apple by comparing them with Nagano apples.

Do you know Aomori and Nagano are the top and the second producer of apples?

We used the good points of Aomori apples compared with apples in Nagano, to think of ways to promote Aomori apples.



# APPLE STORY

The first Aomori apple story. Aomori apple history which start to bring three apple tree by Mr. Joying.

## APPLE TYPE

Apple being made now about 50 kinds  
being sold now about 40 kinds

Total market shipment 468,000 t

## About processed food

Aomori apple has a good reputation. For example, It's said that "Form and color is better than any other apple" also "Aomori apple is fresh and delicious."

In Aomori already started to promotion

- Promote to Taiwan
- Promote to the world.

We think that these methods can be used to make our promotion.

Promotion  
of food  
made with  
processed APPLES.

group 4



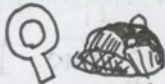
# 《THEME》

Our group's theme is promotion of food made with processed apples.

So far we researched this theme.

Do you know Aomori's apple is the most grown apple? Aomori has many kinds of processed apples. So, we did two things.

First



We researched Aomori's apple's good point. It used chart and graph.

Second

We researched comparison Nagano's apple with Aomori's apple.

Let's take a mystery!!



# 《MAKE DELICIOUS APPLES》

How do you make delicious apples?

We used this document. We compare climate in Nagano with that in Aomori.

## ① Coolarea

➤ After finishing harvest dormant season starts.

➤ Apple should make up It must to hit cold wind.

**Average 6~14°C** low temperature in fall when apples change color.

## ② Region where annual rainfall

is low can cut disease.

Can reduce Nourishment flows.

Let's compare the climate!

	Lowest temperature	Highest temperature	Precipitation
Aomori	7.6 °C	18.0 °C	90.5 mm
Nagano	10.9 °C	18.6 °C	80.0 mm

It use climate of Hirosaki (Aomori)

In the After noon the Apple grows.

At night apple is defended from cold.

By repeating it over and over again.

The Apple will be delicious.

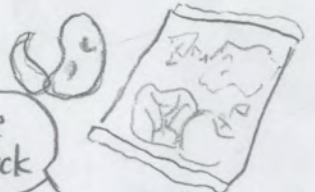
We will think about how to advertise. by making use of the sweetness of Aomori apples compared with apples grown in other areas.

We will make more concrete PR and carry it out and think about PR which can be used for other product.

Apple pie



Apple juice



Apple snack

Looks delicious

