



## More Apple Plexy MP3

**Gary Crawford** [00:00:01] Once again, as you can tell from the sounds of chaos all around us. We're coming to you from Washington, D.C. and the Agriculture Department's farmers market, where in the famous VegU-cation Tent of good old VegU with us, guest lecturers Jessa Allen and Matt Hendrickson both with U.S. Apple Association. So, I guess you're here to promote those Brussel sprouts, right?

**Jessa Allen** [00:00:19] (laughs).

**Gary Crawford** [00:00:19] No, no sprouts to that?

**Jessa Allen** [00:00:22] Not really. (laughs).

**Gary Crawford** [00:00:22] Oh, so it's apples. That's right. Funny I forgot since it was only a few days ago we talked with you and learned some flaky facts about apples and history. And we learned that we should store apples in the refrigerator for best taste and texture. But I've got more questions for you guys. Man, a pressing one. Is it really true that an apple a day keeps that doctor away?

**Matt Hendrickson** [00:00:41] That's a tough question, next. (laughs).

**Gary Crawford** [00:00:44] Okay, I guess you can't make a claim like that anyway. The FDA would be after you for that now. Last time, we talked about apples in history. Isaac Newton, you know, under the apple tree bump right on the head, discovering gravity the hard way. So now one more famous story. Yes, that's our VegU orchestra mangling the William Tell Overture. The Year 1307, The Place Austria, William gets a local official mad at him by refusing to remove his hat while this official around. So, to save his son's life and his own William Tell is compelled to propel an arrow at one 120 paces through an apple sitting on his son's head. He aims, he shoots, apple splits. Son not split, yay. But historians are split on whether that tale is actually true. But it is now time to sneak in some true facts. Now we have out here some pictures of apple orchards. Surprising ones to me. I expected big tall trees like in the old pictures from way back. But what you see here, far different, much shorter trees.

**Jessa Allen** [00:01:42] Very surprising when you go to a modern orchard, the trees are planted very close together. They are planted on a different root stock that's going to control the size of the tree. Sacred is the most fruit and a smaller amount of space.

**Gary Crawford** [00:01:52] Another thing maybe some of us didn't know is that unlike some crops, no mechanical harvesting here. Is that right?

**Jessa Allen** [00:01:58] Yes. Every...

**Matt Hendrickson** [00:01:59] They have to be.

**Jessa Allen** [00:02:00] Every apple is hand-picked.

**Gary Crawford** [00:02:01] Wow. It's surprising science, you know, hadn't figured out another way to pick those Apple.

**Jessa Allen** [00:02:05] I don't think people appreciate how delicate the apple is and how it has to be gently picked and put in the bin. And it's quite a process that is hard to automate with a machine.

**Gary Crawford** [00:02:15] Now, most of us don't realize 25 percent of the apples grown in this country are sold to other countries. And that brings us to another shocking fact that you repeated, before we met, you were telling folks out here about our consumption of apples. Go ahead.

**Matt Hendrickson** [00:02:26] Americans, on average eat about 19 pounds of apples annually.

**Gary Crawford** [00:02:30] That's pretty good.

**Matt Hendrickson** [00:02:30] And Europeans eat about 41 pounds. So, America definitely needs to step its game up and on its apple consumption.

**Gary Crawford** [00:02:37] Oh, yeah, so, Jessa, do you have something compelling to say to people, something that will close the Apple gap?

**Jessa Allen** [00:02:42] Yeah. Go out and eat your apples.

**Gary Crawford** [00:02:44] Well, that'll do it. Good. OK. Well, actually, to find out something useful about apples, go online to [USapple.org](http://USapple.org), [USapple.org](http://USapple.org). And this is Gary Crawford...

**Jessa Allen** [00:02:54] Eat more apples everybody.

**Gary Crawford** [00:02:55] OK, I've got that. Got it. Gary Crawford for the U.S. Department of Agriculture, Washington.