

## Current & Future Marketing of Wholesale Apples

Chris Sandwick, Hess Brother's Fruit Company - Lancaster, PA

The current environment poses a number of challenges when working in the wholesale apple market. Retail consolidation, an increased focus on food safety measures, overproduction of legacy apples and an onslaught of new varieties have created a landscape with a thin margin for error. And yet the industry has the ability to deliver better tasting apples to more people longer than it ever has before. Are you an optimist or a pessimist?



Chris Sandwick is the Director of Marketing for Hess Brothers Fruit Company in Lancaster, PA. Originally from Minneapolis, Chris has been in the produce business for 26 years...beginning his career with Byerly's. Throughout the years, Chris was worked for both the wholesale business as well as directly for apple growers...including a decade with Pepin Heights Orchard in Lake City, MN.