

# Opal Apple



## About Opal® Apple



[Opal apple](#) is the apple with a purpose. Grown only in Washington by Broetje Orchards, this Topaz-Golden cross apple variety was introduced by FirstFruits of Washington in 2010 to wide consumer and media acclaim. Its distinctive color, flavor and texture are not the only qualities that make this product unique: Opal apple was created to make a difference in communities across the nation. Every year, FirstFruits Marketing donates a percentage of sales of every case of apples to youth-led non-profits focused on issues surrounding food and nutrition.

## Opal Apple – Taste the Difference, Make a Difference!

The Opal apple [Youth Make a Difference Initiative](#) funds youth-based initiatives serving communities in the U.S. where youth take leadership roles in the project. The initiatives must address food security and politics, nutrition or agriculture. In 2013 \$40,000 was distributed to non-profits who fit these criteria, including [Katie's Kroops](#).

## Opal Apple Features

- Flavor that starts sweet and finishes with a slight tang plus a nice crunch
- A beautiful golden skin stands out from reds and bi-colors
- The flesh doesn't brown quickly when cut which makes it great for packed lunches, snacking and salads. This slow oxidization is naturally occurring and the apple is not GMO.
- Limited availability (December – April, organic starting in November)
- Russetting is natural characteristic of Opal, the brown coloring near the stem is normal
- A portion of each purchase provides funding for youth-led non-profits through the Opal [Youth Make a Difference Initiative](#)!

## About FirstFruits of Washington

FirstFruits of Washington is a collaborative apple marketing company owned by the growers, Broetje and Congdon Orchards. These growers share a commitment to producing high quality fruit while balancing the demands of purpose, people, planet and profit so that a portion of profits can be donated to non-profit missions supporting the underserved. For more information, visit [www.firstfruits.com](http://www.firstfruits.com).

- 10% of profits from FirstFruits of Washington are donated to non-profits each year. Employees of FirstFruits form a committee and approval all charitable giving.
- Each grower also commits to contributing a minimum of 10% of their profits to charitable causes, with Broetje Orchard donating 50% or more to charities around the globe
- Broetje Orchards invests heavily in their employees and community, providing affordable housing, daycare and school as well as adult classes which accommodate work schedules

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