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AUG
2022

FANTASTIC DISCOVERIES IN

PLANT BREEDING

an out-of-this-world apple with the
FASTEST ADOPTION IN HISTORY!

$$\Delta G = \frac{h^2 Opi}{L}$$



**SWEET!
ULTRA CRISP
TART!**

From a mere 600,000 trees in 2017, WA state growers now have over 14 million trees of the fantastically flavorful **COSMIC CRISP® (WA 38)** apple developed by Washington State University. This represents the fastest ever adoption of a new variety!

SEE INSIDE FOR DETAILS

THE SCIENCE

A product of Washington State University's apple breeding program, the WA 38 apple (aka **COSMIC CRISP®**) is the result of classical hybridization between the varieties Enterprise and Honeycrisp, with a cross-pollination made back in 1997. Commercial apple production is not as simple as just planting trees and waiting for the fruit. Each apple variety has its own subtle requirements for tree management in the orchard and for storing the fruit to retain optimum eating quality. The team at WSU started developing production and storage guidelines several years before trees were available for growers to plant.

THE IMPACT

U.S. production of **COSMIC CRISP®** will be restricted to WA for the first 10 years due to WA apple grower funding support of the breeding program. As a product of a land-grant university, the WA 38 apple tree is available to all WA growers with no restrictive exclusive license. The unprecedented rapid adoption of this new variety was spurred by WA growers looking to replace their Red Delicious plantings with a new, more profitable apple. WA 38 harvests at a similar time in the season as Red Delicious, meaning that growers can replace their older orchards in their variety portfolio while keeping their harvest crews busy through the full season.

DID YOU KNOW?

- Tree fruit breeding takes a long time! It took over 20 years to classically breed the **COSMIC CRISP®** apple, screening seedlings and selecting the best until WSU breeders found 'The One' with that perfect combination of taste and texture.
- A new apple needs consumer exposure because apples are one of the few specialty crops that are sold to consumers by variety name. The name **COSMIC CRISP®** took the media by storm, getting consumers primed for its ultra-crisp and juicy texture, with just the right balance of sweetness and tartness.

THE TEAM

[HTTPS://COSMICCRISP.COM/](https://cosmiccrisp.com/)



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