

NEWS RELEASE

Canada's Apple Growers Unite Under the New "Apples Canada" Banner

For Immediate Release

Moncton, New Brunswick, 10 August 2026 – Representatives of apple grower organizations from British Columbia, Ontario, Quebec, New Brunswick and Nova Scotia have agreed to strengthen their collaboration under a new name: Apples Canada / Pommes Canada.

The announcement was made during the annual mid-summer meeting of the Apple Working Group of the Fruit and Vegetable Growers of Canada (FVGC), held this year in Moncton, New Brunswick.

Under the new name, Apples Canada will continue to operate in partnership and under FVGC serving as a collaborative platform for provincial apple organizations to work together on issues affecting Canada's apple industry, including production, sustainability, market development, research, promotion, and public policy.

"Canada's apple growers face many common opportunities and challenges," says Charles Stevens, Chair of Apples Canada. "By working more closely together, we can build a stronger industry, better support consumers, and ensure a sustainable future for apple production across the country."

2026 Canadian Production Highlights Industry Strength

During the meeting, provincial organizations also finalized the 2026 Canadian Apple Crop Estimate, providing an early outlook for the upcoming harvest and helping industry stakeholders prepare for the marketing season. The estimate suggests that Canada will once again produce a substantial apple crop, with regional conditions varying across the country. Canada's apple crop is estimated at approximately 18.9 million bushels, slightly below last year's level but broadly consistent with historical production trends. The main four varieties grown in Canada are Gala, Honeycrisp, Ambrosia, and McIntosh.

Local Apples for Canadians

The formation of Apples Canada also provides an opportunity to reaffirm the importance of maintaining consumer access to locally grown apples in every region of the country.

Apples Canada believes that a healthy domestic apple sector requires collaboration throughout the value chain. Growers, packers, processors, retailers, governments and consumers all play an important role in ensuring Canadian apples remain available and visible throughout the year.

A strong domestic apple industry contributes to Canada's food security during times of market volatility, global trade uncertainties, and climate-related challenges. Ensuring that locally grown apples maintain a prominent place in retail stores across the country helps support rural communities, strengthens domestic food production, and provides consumers with the quality and freshness they expect.

"Consumers value local food, and Canadian apples are an important part of that connection," Stevens adds. "Making locally grown apples accessible across Canada is a responsibility shared by everyone involved in bringing food from our orchards to consumers' tables."

About Apples Canada

Apples Canada brings together Les Producteurs de pommes du Québec, Ontario Apple Growers, British Columbia Fruit Growers' Association, Nova Scotia Fruit Growers' Association, and Apple Growers of New Brunswick collectively representing over 900 Canadian apple growers. Working collaboratively, the organization promotes a strong, sustainable and competitive Canadian apple industry while supporting consumer access to locally grown apples and advancing issues of common interest across the sector.

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Photo title : Apple_Orchard_Producer

Photo credit : Nadia Bélanger

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