



## Homegrown Profiles

**New Era, Michigan.** New Era's American Apple Packing, LLC. -Growing up, Caleb Coulter said that he started working in the apple orchards by the time he could walk. He would tag along with his Grandpa daily and often "I spend many of my childhood days napping on the fender of a tractor as I rode along." Caleb purchased his first 100-acre Farm in the Fall of 1996 right after graduating high school. At that time, he grew Pickles to finance planting more orchards to expand. Overall, Caleb has been on his own for 20 years now and has over 35 years in experience around Apples. Today American Apple, LLC. Grows over 180 acres across 13 varieties of Michigan Apples just 7 miles inland from shores of beautiful Lake Michigan. This gives American Apple, LLC. Excellent growing conditions during most seasons with frost protection from the lake in the spring & cooler nights along the fall seasons. This allows American Apple, LLC. To pack premium flavored apples along with excellent coloring on some of the hard to color Apple varieties.



Production at American Apple, LLC. Is high quality and state-of-the-art packing facility. It is designed to be very energy efficient with the most advanced refrigeration for apples available with no ammonia in use. The fruit is all harvested on trailers a very unique way of harvesting fruit. The boxes never come in contact with the ground at the orchard. This gives American Apple LLC. the ability to keep the suburb freshness from when the fruit is picked to when it gets moved inside to the cooler. Each day American Apple, LLC. picks the fruit it is put in the cooler by the end of the day. The goal is to get the fruit into the coolers within the hour of harvest.

American Apple, LLC. has a facility that is built to succeed. It is designed to limit the physical lifting by workers with using a monorail carton delivery system, full carton carrier conveyors, in-floor palletization, and the most advanced electronic grading system on the market. American Apples, LLC. takes sanitation very seriously. By using technology in equipment for treating their wash water & sanitization with real-time data logging for everything in the facility. One of the biggest things that American Apple, LLC. prides itself on is the wax job they give the apples. It makes the final product "pop" in the final pack out. This helps our customers and consumers really like see American Apples, LLC. apples on their shelves in their stores.



When asked about things he is proud of Caleb Coulter said: "Our effort is a pure reflection for the end consumer. So, in short, our number one reward would be we are surrounded by good people & get to work with them every day! Superior Sales team as well, a partnership of like minded people with a common goal. "

**FOOD SAFETY** - Commitment to Food Safety is highly important to American Apple, LLC. and is PrimusGFS and USDA Audited annually as well as on their way to becoming compliant with FSMA Laws and Regulations. In spring of 2017, John Coulter successfully completed the FSMA Produce Safety Rule Growers Training and received a certificate from the Association of Food and

Drug Officials (AFDO) that verifies he has completed the training course which meets the regulatory requirements of the FDA's Food Safety Modernization Act (FSMA) Produce Safety Rule.