

EverCrisp®
IFTA- Boston 2013



EverCrisp®

Midwest Apple Improvement Association (MAIA) History

- Organized in 1996
- Goal-Varieties for Midwest, PYO, Farm Market
- 50 growers/ enthusiasts/ breeders agreed to pay \$100 per year
- First crosses were made in 1997
- Honeycrisp X Fuji and others
- 2005 seedlings begin to fruit



MAIA History (cont)

- 2008 EverCrisp® is identified
- 2009-10 EverCrisp® scores well at the Fabulous Food Show in Cleveland, OH
- 2010 Bud wood decision is made
- 2011 Work begins to patent and release
- 2012 Plant Patent applied for, business plan takes shape
- Nov. 2012 Released

















EverCrisp[®] Business Plan



- Managed Open Release
- Trees available for 2015
- Membership in MAIA (\$100 per year)
- \$1.00 per tree royalty
- Signed EverCrisp[®] License contract
 - 20 year contract
 - \$0.20 per tree per year fee in years 4-10
 - \$0.30 per tree per year fee in years 11-20

Business Plan (cont)

- Expand Nursery Licensees
- International Partners
- Fruit Marketing
 - Honeycrisp model
 - MAIA Cooperative



2011 12 14







THANK YOU!

