



Mother Jones

Please support *Mother Jones* with a year-end donation. The truth is, we're a long way from our \$600,000 goal, and we have to get as close as we can by December 31. *Mojo* CEO Monika Bauerlein explains our “big bet” and asks for all hands on deck heading into 2020.



We still need to raise \$221,000: Whether you can give \$5 or \$500, it all matters.

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FOOD SEPTEMBER 7, 2019

This Apple Might Be the Most Anticipated Piece of Produce in History

Get ready for Cosmic Crisp mania.



JORDAN GASS-POORE

Digital Media Fellow

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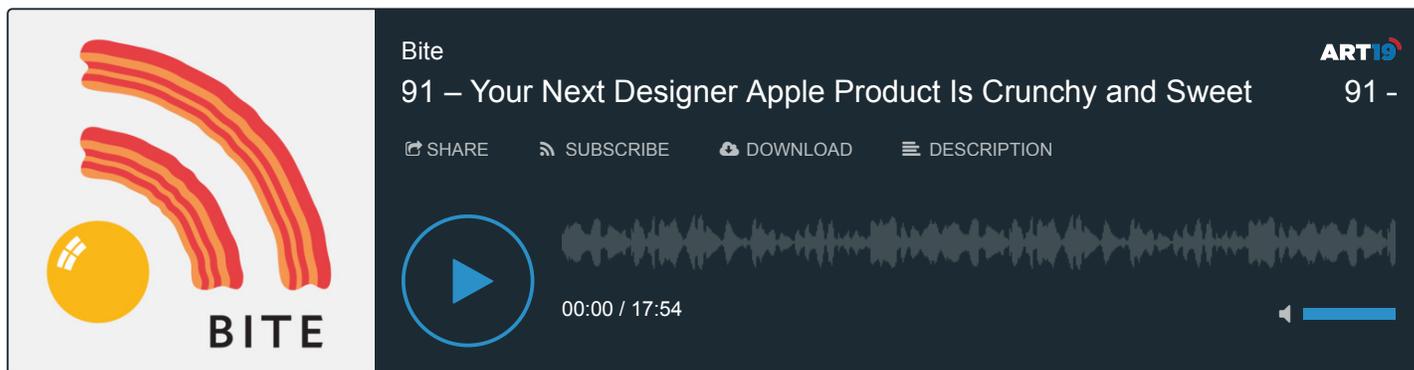
The Cosmic Crisp [Wikimedia Commons](#)

After two decades of research and development, it's no wonder the Cosmic Crisp, a new variety of apple, is causing such a stir even before it hits supermarket shelves: There have been launch parties, press conferences, Instagram Influencers, and a \$10.5 million marketing budget.

On this week's episode of *Bite*, Seattle-based writer Brooke Jarvis, who wrote about this new chapter in apple history for *The California Sunday Magazine*, told us about all the hype around the apple, a carefully bred cross between two other varieties called the Honeycrisp and the Enterprise.

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It's been estimated that the Cosmic Crisp is the largest launch of a single produce item in American history, Jarvis said. More than half a billion dollars in investment have gone into planting Cosmic Crisp apple trees. Within the first three years of breeding, growers planted more than 13 million of them. They're expecting half a million boxes of the fruit to be on the market this December.



But Jarvis noted that not everyone she interviewed was a fan of the Cosmic Crisp, which can only be harvested by growers in Washington state.

“There are people who are concerned about the movement towards more controlled intellectual property of agricultural products,” said Jarvis. “The reason that [Gala and Fuji apples] spread so widely is that in that case really anyone could grow them. All you had to do was get your hands on a sapling. Those days seem to be over.” To learn more about this much-hyped apple—like how it tastes, and what it means for the future of produce—tune in to this week’s episode of [Bite](#).

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WE NEED YOUR HELP.

December is our most important fundraising month, and—being *Mother Jones*, we'll level with you—we're well behind where we need to be to hit our big \$600,000 budget. If you

value our journalism, please help us close the gap with a year-end gift today—\$5 or \$500, it all makes a difference.

Heading into 2020, it's never been more important to have truly independent journalism that reports the truth without fear, favor, or false equivalency (more on that here), and we hope you'll help us close our fundraising gap with a year-end donation today.

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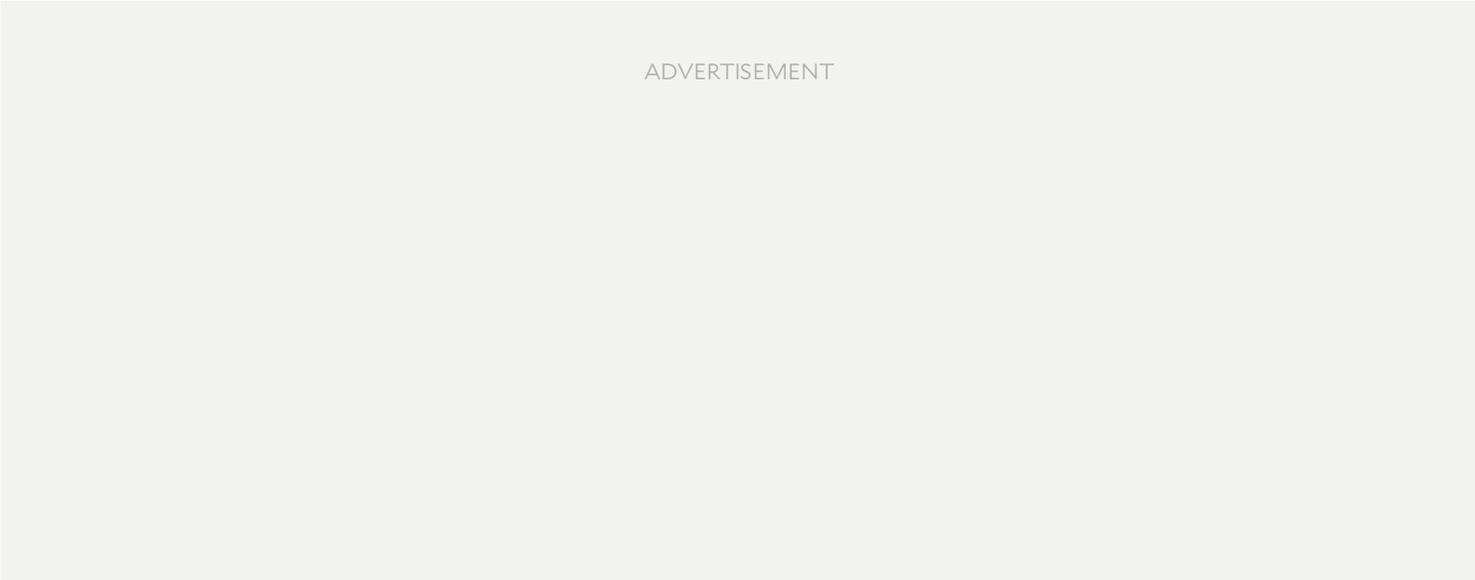
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