

# Honeybear to have Chilean Honeycrisps until fall harvests

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By [Andy Nelson](#) April 14, 2015 | 1:33 pm EDT

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Honeybear Marketing plans to have enough Chilean Honeycrisps this spring and summer to carry retailers through to the fall domestic harvests.

This will be the first year that Honeybear, the marketing arm of Wescott Agri-Products, Elgin, Minn., will be able to bridge the gap between the import and U.S. supplies of Honeycrisps, according to a news release.

Honeybear, which expects to begin bringing in Honeycrisps in late April, owns the commercial rights to the variety in Chile.

The company is now the only one in the world to offer Honeycrisps year-round, according to the release.

“Twelve years ago we searched for and found just the right Chilean location, microclimate and conditions to produce a premium Honeycrisp, and we set about laying the groundwork for today,” Don Roper, the company’s vice president of sales and marketing, said in the release. “In all that time our goal was simple: create a perfect Honeycrisp eating apple that together with our domestic crop enables our retail partners to sell, and consumers to enjoy, Honeycrisp at any time of the year.”

Thanks to the success of last year’s Chilean Honeycrisp crop, Honeybear was able to increase production significantly this year, Roper said.