

JAZZTM APPLE

ACTIVITY BOOK

Packed with puzzles, recipes,
exercises and lots of fun
JAZZTM Apple facts!



PLUS! Everything you
need to know about
how our apples grow!





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CONTENTS

- 04 What is a JAZZTM Apple?
- 08 JAZZTM Apple Tree Life Cycle
- 08 JAZZTM Apple Growing Season
- 10 Jobs in the Orchard
- 12 Bees, Wildflowers & Pollinators
- 14 An Apple a Day Keeps the Doctor Away
- 16 Amazing Maze
- 17 Busy Bees
- 18 Wordsearch
- 19 Dot-to-Dot
- 20 Complete the Picture
- 21 Spot the Difference
- 22 Create your own Orchard
- 24 Become a Yogi Master
- 26 JAZZTM Apple Recipes



What is a JAZZ™ Apple and where on earth did it come from?

You may have seen a JAZZ™ Apple on the supermarket shelves before and wondered to yourself – “what is this interesting musical themed fruit?” Well, JAZZ™ is just the brand name, like Nike or Adidas, and the actual name of the variety is Scifresh but some clever marketing people thought JAZZ™ Apple sounded better. And we definitely agree!

It all started over thirty years ago when some botanists (people whose speciality it is to understand how plants grow) in New Zealand began cross-breeding different apple varieties. They tried many of the world’s most popular varieties and eventually decided on a Braeburn **due to its crunchiness** and Royal Gala for its **sweet and tangy flavour**. After a little bit of time perfecting the growing of this new and special hybrid apple, expert growers from around the world were selected to be the first to grow them commercially.

In the UK, JAZZ™ Apples are grown in apple growing counties such as **Kent, Sussex, Suffolk, Gloucestershire** and **Herefordshire** so if you live close by you may have seen rows and rows of apple trees and orchards in the past. Turn the page to find out the life cycle of a JAZZ™ Apple from seed to supermarket.



DID YOU KNOW?

JAZZ™ Apples are a cross between a Braeburn and a Royal Gala

JAZZ™ Apple is officially the UK's Tastiest Apple

JAZZ™ Apples are grown all around the world



JAZZ™ Apple Tree Life Cycle



First Leaf – Year One in the Ground

The first year is all about helping the roots grow. The trees won't get much bigger but will be trained to maximise the space they grow into for light. The trees will flower and produce some fruit but these will be removed to encourage root growth.



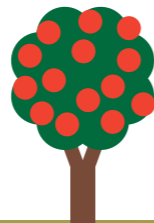
Second Leaf – Year Two in the Ground

With solid roots in place, the young JAZZ™ trees will see more upward growth than last year. Our growers will look to get around 30-60 apples from each tree in the season.



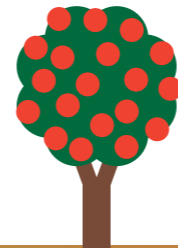
Third Leaf – Year Three in the Ground

The trees will once again increase in size and growers will look to take around 60-80 apples per tree.



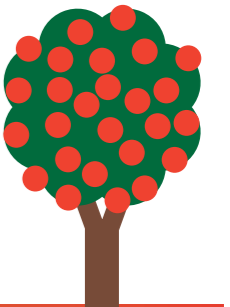
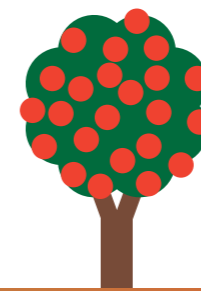
Fourth Leaf – Year Four in the Ground

The trees are close to reaching their best years and will now be producing around 140-180 juicy JAZZ™ from each tree.



Fifth Leaf and Beyond

The trees are now in the prime and will carry on producing fruit for upwards of 25-plus years.



These are some of the original JAZZ trees planted in 2006 so they're 15 years old.



JAZZ™ Apple Growing Season



1 Bud Swell

Apple trees become active and buds start to show and swell.



2 Bud Burst

New green leaves start to burst through as air and soil temperatures rise.



5 Pink Bud

The flower cluster has grown to reveal the first glimpses of the pink petals.

MARCH > 1. BUD SWELL > 2. BUD BURST APRIL > 3. MOUSE EAR > 4. GREEN CLUSTER > 5. PINK BUD > 6. BLOSSOM TIME

MAY > 7. PETAL FALL > 8. FRUITLET JUNE > 9. GROWING STAGE SEPTEMBER > 10. HARVEST NOVEMBER > 11. CRUNCH TIME



3 Mouse Ear

The new green leaves push through and fold backwards. These look like mouse ears.



4 Green Cluster

The young leaves have fully emerged and form a tight flower cluster.



6 Blossom Time

The flowers start to bloom.

7 Petal Fall

The blossom starts to fall.

8 Fruitlet

The fruit begins to set.

9 The Growing Stage

The fruitlets begin to swell and grow.



10 Harvest

Time to pick the fruit.

A fruitlet is a small fruit in its early growing stage


11 Crunch time
Apples arrive in stores ready to be eaten!


Jobs In The Orchard


Not just anyone can grow JAZZ™ apples. As I'm sure you will agree, they're such a special apple so we only entrust them to the very best apple growers around the world. What they don't know about growing the best apples, really isn't worth knowing.


Here are just some of the key jobs they carry out to ensure the finest tasting JAZZ™ Apples for you, every time.




 **Tree Training**
Using string, wire or plastic brackets, the apple branches are tied and trained to grow a certain way for maximum light and for ease of management.

 **Orchard Maintenance**
An untidy orchard will attract pests and diseases plus kill the light so our growers are forever walking around the orchards checking on the health of the trees and looking for signs of trouble.


 **New Plantings**
With demand for JAZZ™ growing every year, our growers are constantly reviewing orchards and planting more JAZZ™ trees.

 **Light Management**
The main role and skill of the apple grower – ensure the fruit gets maximum sunlight. Growers employ plenty of tricks so their apples see the light.


 **Pruning and Thinning**
Pruning the trees help maximise the amount of sunlight the apples receive. JAZZ™ growers want a specific number of apples on each branch as this helps them grow better and reduces pests and diseases.




 **Wildflower Plantings**
Fantastic for attracting pollinators, wildflower orchards not only look incredible but have a key function in our orchards. [Read more on the next page](#) →

 **Weather Management**
Frost, hail, snow and general cold weather are the biggest risk to apples trees. Our growers try lots of techniques to protect their crop. They monitor the weather daily and recently they **lit candles in their orchards** to try and raise the temperature.



 **Testing**
Growers continually test the fruit at different stages to check the size, taste quality and yield. They can use these stats to compare against previous years.

 **Apple Picking**
The best part of the job and a reward for all the hard work. Our JAZZ™ Apples are still passionately picked by hand.

Bees, Wildflowers and Pollinators

It takes a lot of time and hard work to grow the UK's Tastiest Apple and it's not only our brilliant growers who have a hand in their success. Up and down the country in our beautiful JAZZ™ Apple orchards, wildflowers are planted around the apple trees to attract certain friendly insects such as bees, butterflies and hoverflies. These guys help increase pollination and biodiversity, and also supports healthy apple production and reduces the need for pesticides. It also makes the orchards look even prettier too!

Perfect Pollinators

Some of you may find bees a bit naughty, annoying and only good at making honey, but **they and other pollinators have a vital role to play** in the life cycle of an apple.

When you see a bee in your garden it's probably doing just that – pollinating. They do this by **transferring pollen between flowering plants to keep the circle of life turning**. Most of the plants we need for food rely on pollination.



All UK JAZZ™
Apple orchards have
wildflower strips
Wildflower strips help
attract bees and
other pollinators

DID YOU KNOW?

There are
over 20,000
different species
of bees
globally

Honeybees
and Bumblebees
are two of the
most popular
types of bee



Bee Trouble

But our bees are in trouble and need our help now more than ever. The number of bees buzzing around our gardens is falling due to loss of habitat and food sources, pesticide use and climate change.

Five ways you can help bees at your home

- 1** Create a bee hotel in your garden. Simply use an old plastic water bottle or piece of drain pipe and stuff with twigs, straws and hollow stems
- 2** Plant a selection of wildflowers and bee-friendly seeds, or grow plants, fruit and vegetables in your garden
- 3** Choose bee-friendly plants for your garden such as lavender, honeysuckle and ivy
- 4** Grow plants from seed
- 5** Stop using bee-harming pesticides and herbicides

An Apple a Day Keeps the Doctor Away



Apples are one of the nation's most loved fruit and we munch our way through billions of them each year. Whether it's in your favourite apple pie made by your nan, packed in your lunchbox for a snack at school or juiced up for a thirst-quenching drink after sport, apples pop up everywhere and are a key part of many people's daily diets. They can also be eaten at various different times of the day such as for breakfast, lunch and dinner.

What's even better is that they taste delicious and are even good for your body. There's an old English saying that "An apple a day keeps the doctor away". We're not saying that this is 100% fact but the idea of **eating nutritious foods such as apples contribute to a healthy lifestyle.**

Apples also count as one of your five a day so by including them in your daily diet you will be helping yourself reach your five.



DID YOU KNOW?

Brits eat around 122,000 tonnes of British apples each year – enough to fill 325 swimming pools

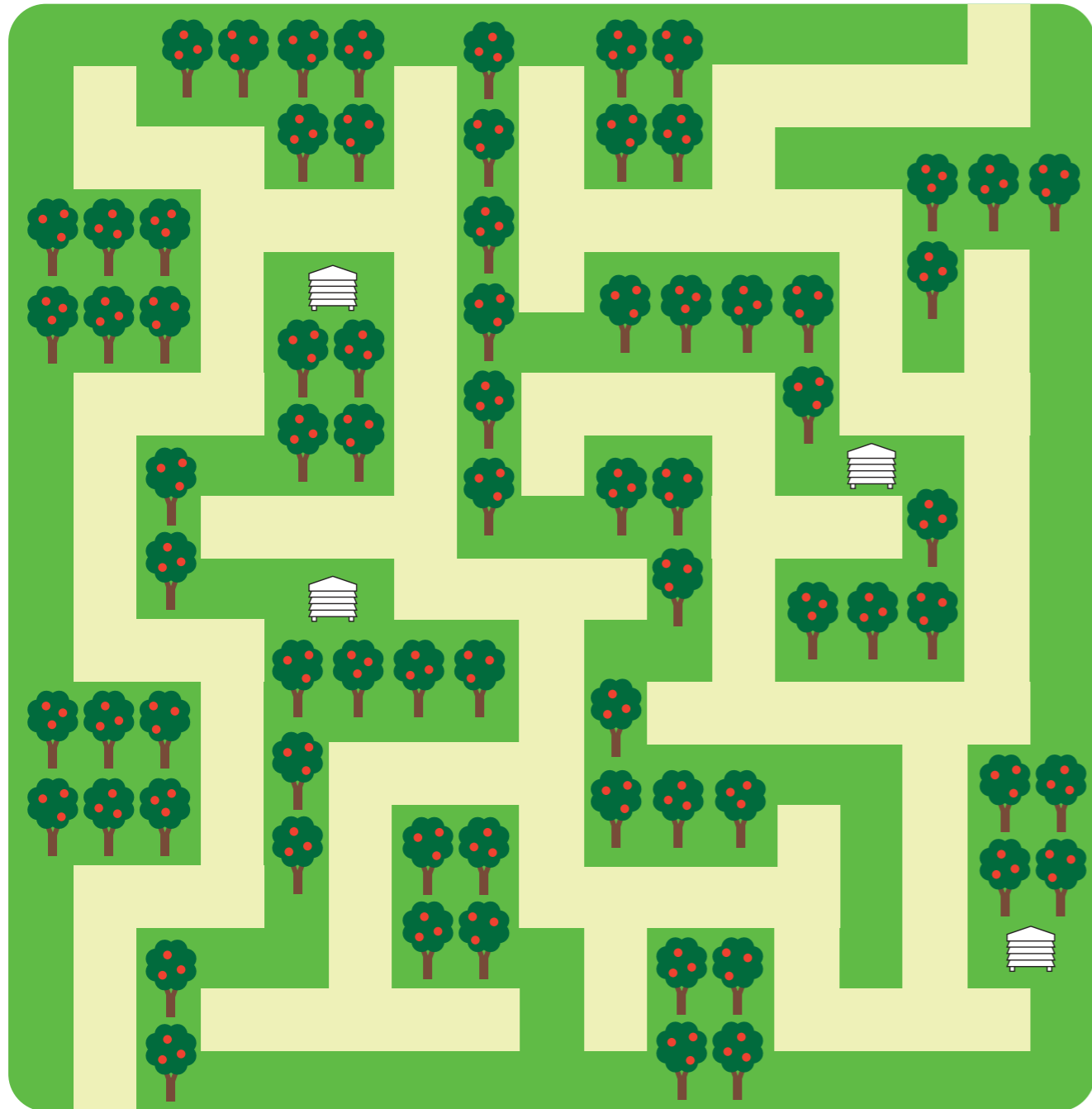


Five reasons why you should be eating apples

1. A diet containing a high amount of both fruits and vegetables, such as apples, reduces the risk of coronary heart disease
2. Apples are a source of fibre. Fibre helps to keep you regular
3. Apples are a low salt/sodium food. A diet low in salt or sodium reduces blood pressure
4. Apples are a low fat food
5. Apples are a source of Vitamin C, which supports a healthy immune system

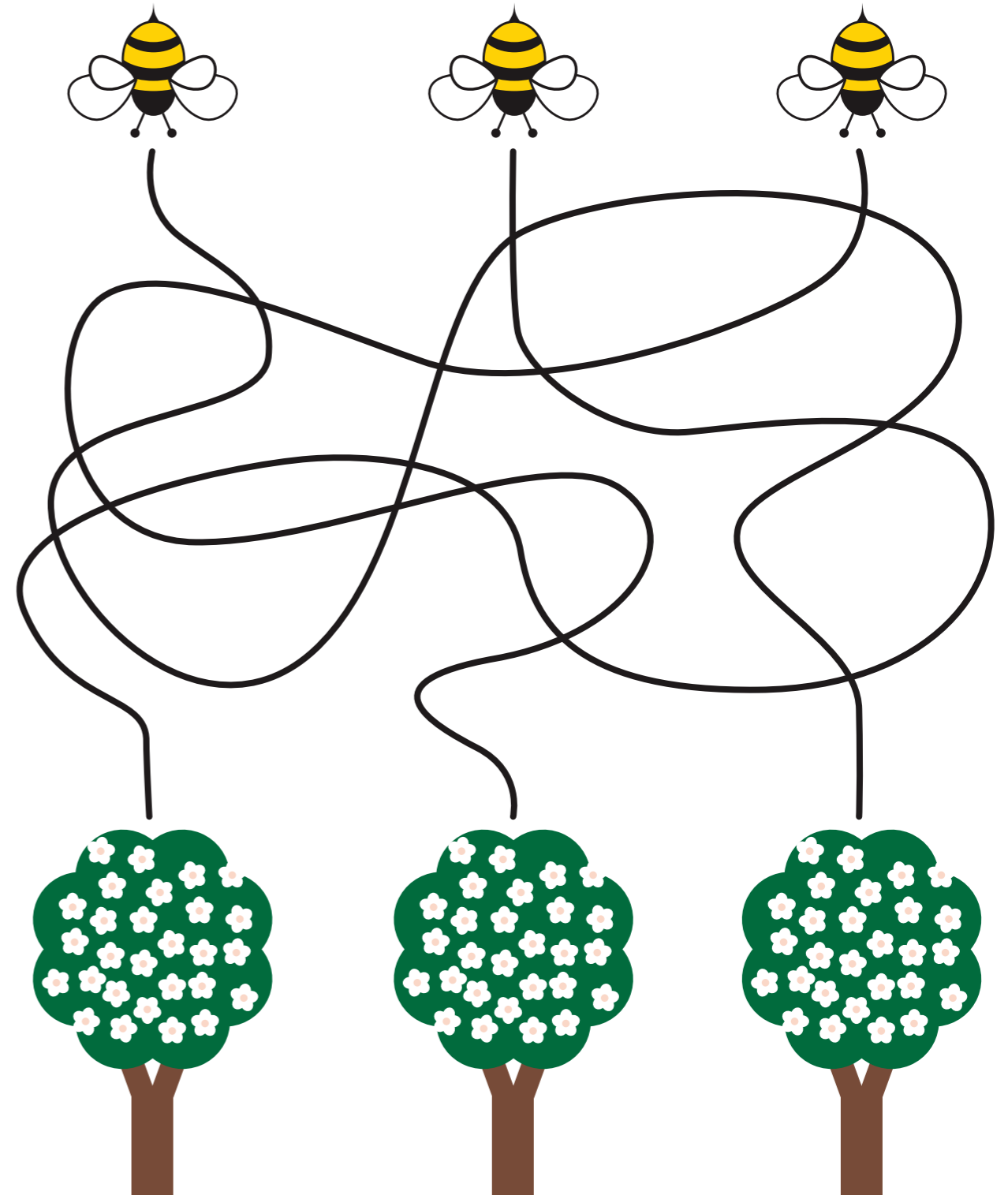
Amazing Maze!

Help the JAZZ Apple find a way through the orchard to join its friends



Busy Bees!

Which bee is pollinating which tree?
Follow their trails to find out!



JAZZ™ Apple

Wordsearch

See if you can find the words below hidden in the wordsearch

A P P E E R E F W E Y A M E S
 G L A E O O E F U E R R M M P
 E G P S A W B O R A F R A N O
 J R A D S O Y W K U E A N I L
 L A E R S E A O E K I L T L L
 L F P T E R D R R R E T H O I
 T T R O O T S T O C K D L O N
 B I U T R T I T E T H U D E A
 E N N I P K L V N B L A I L T
 Z G I L L I L U A C L T R I I
 Q I N C C G S Q T W W I C D O
 J E G K U N I I Y P E O K C N
 S D O E E I B L O S S O M L S
 I R R I G A T I O N I H E E S
 E T O E I M W L L A E T P R A
 T A S W I L D F L O W E R S E
 S P N S M H A R V E S T A S S

ROOTSTOCK

this is what will determine the size of the apple tree and will have JAZZ™ grafted to it.

PRUNING

is a practice involving the selective removal of certain parts of a plant, such as branches, buds, or roots.

HARVEST

this is the time that the apples are ready to be picked.

POLLINATION

is the act of transferring pollen grains from the male anther of a flower to the female stigma.

FRUITLET

this comes after the full blossom stage and is when the fruit begins to set.

ORCHARD

is a place where apples are grown.

GRAFTING

this is when you use an apple variety and join it to a rootstock in a nursery.

BLOSSOM

this is the stage in the growth of an apple where the flowers start to bloom.

IRRIGATION

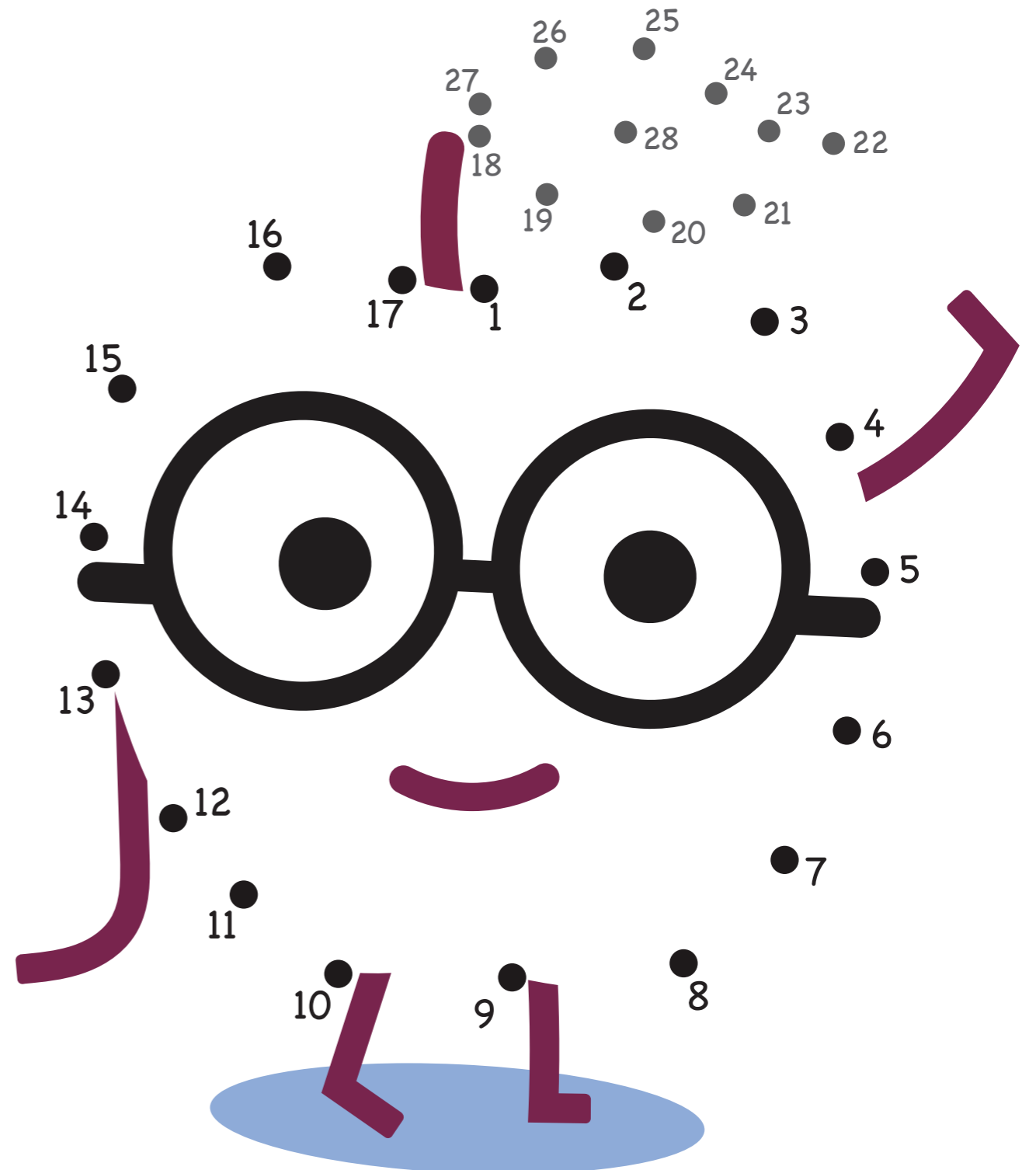
is the artificial process of applying controlled amounts of water to land to assist in production of crops.

WILDFLOWERS

these are planted in orchards to attract bees and other pollinators.

JAZZ™ Apple Dot-to-Dot

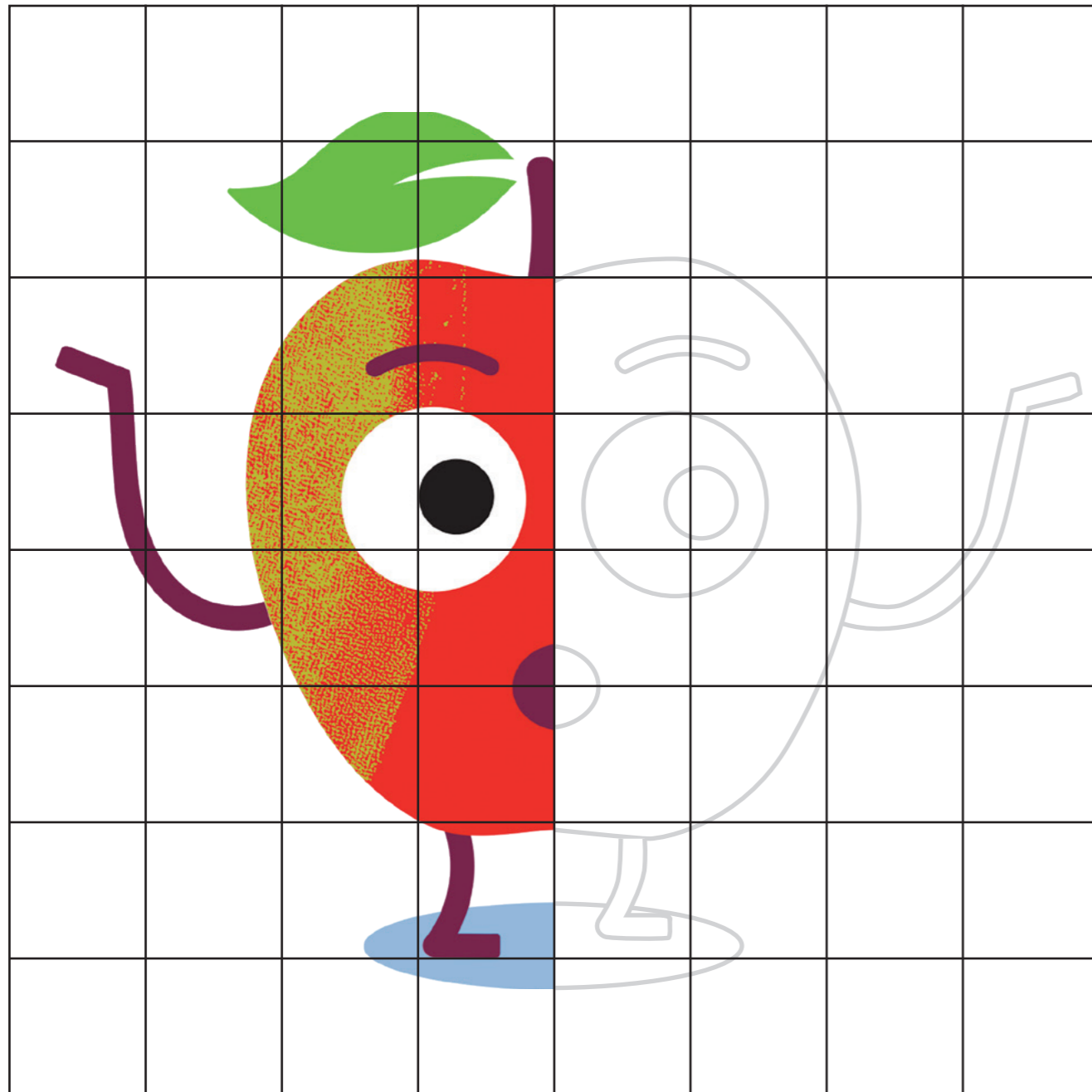
Join the dots to reveal a JAZZ™ Apple character!



Complete the Picture



Use the grid to help colour in the rest of the JAZZ™ Apple character



Spot the Difference

Find five differences between these two pictures of our JAZZ™ Apple ambassador and Olympic long jumper Jazmin Sawyers

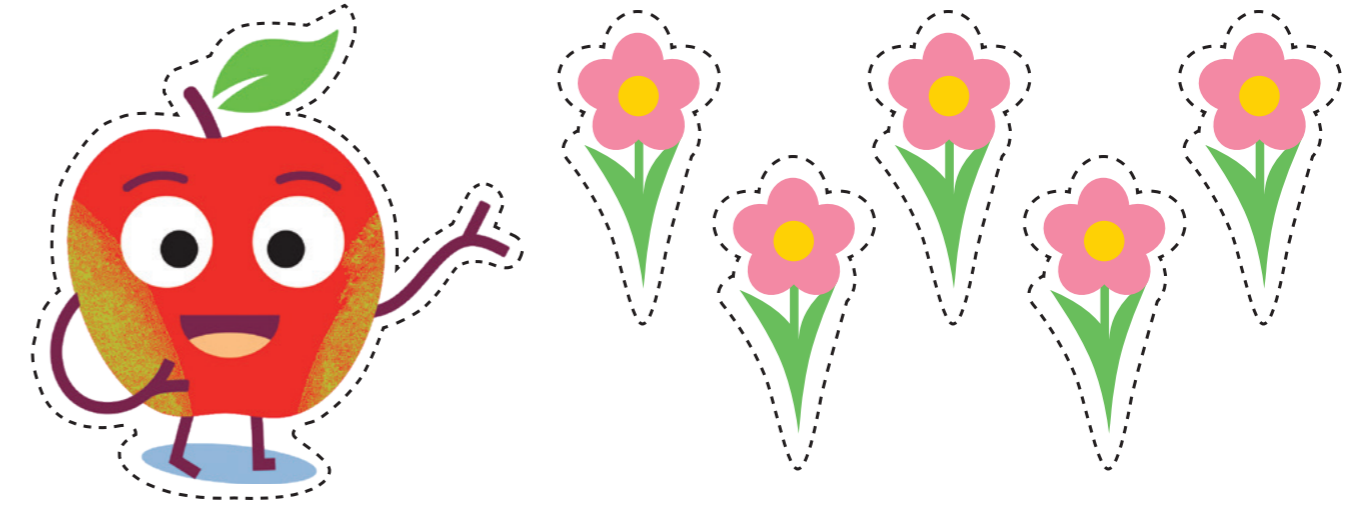
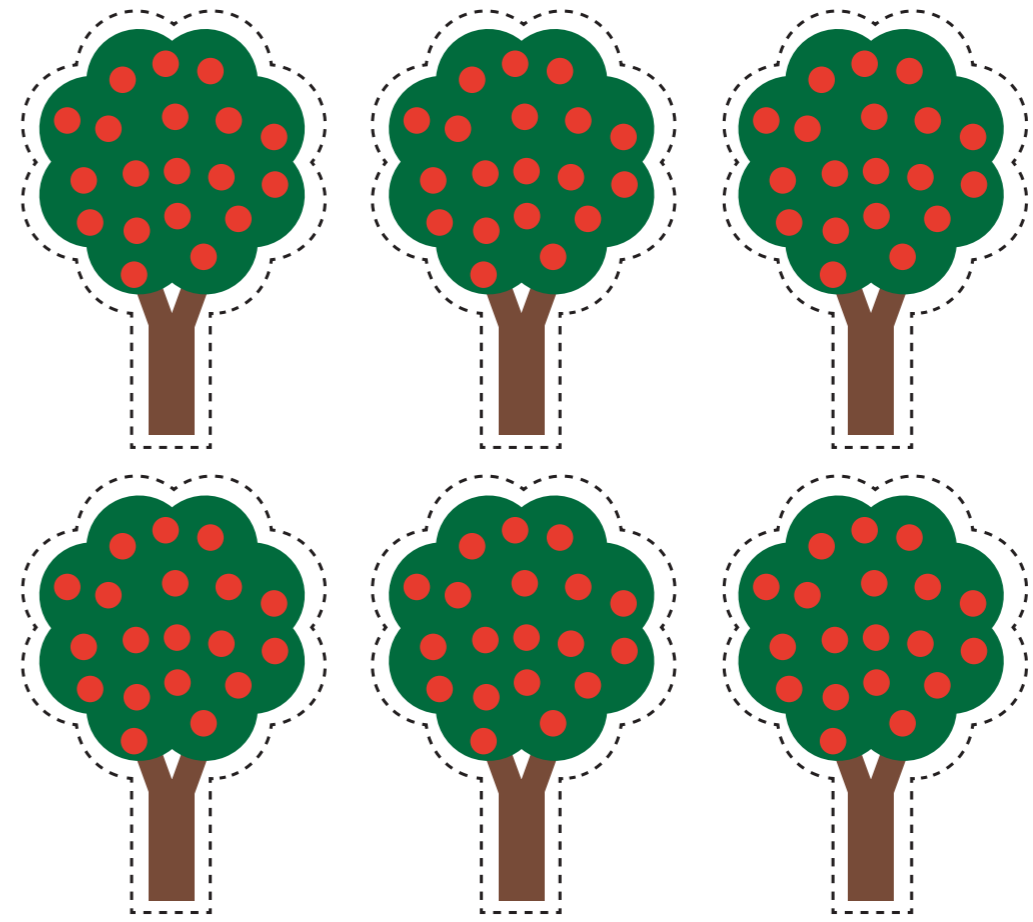




For more
to cut out,
photocopy this
page

Create your own orchard!

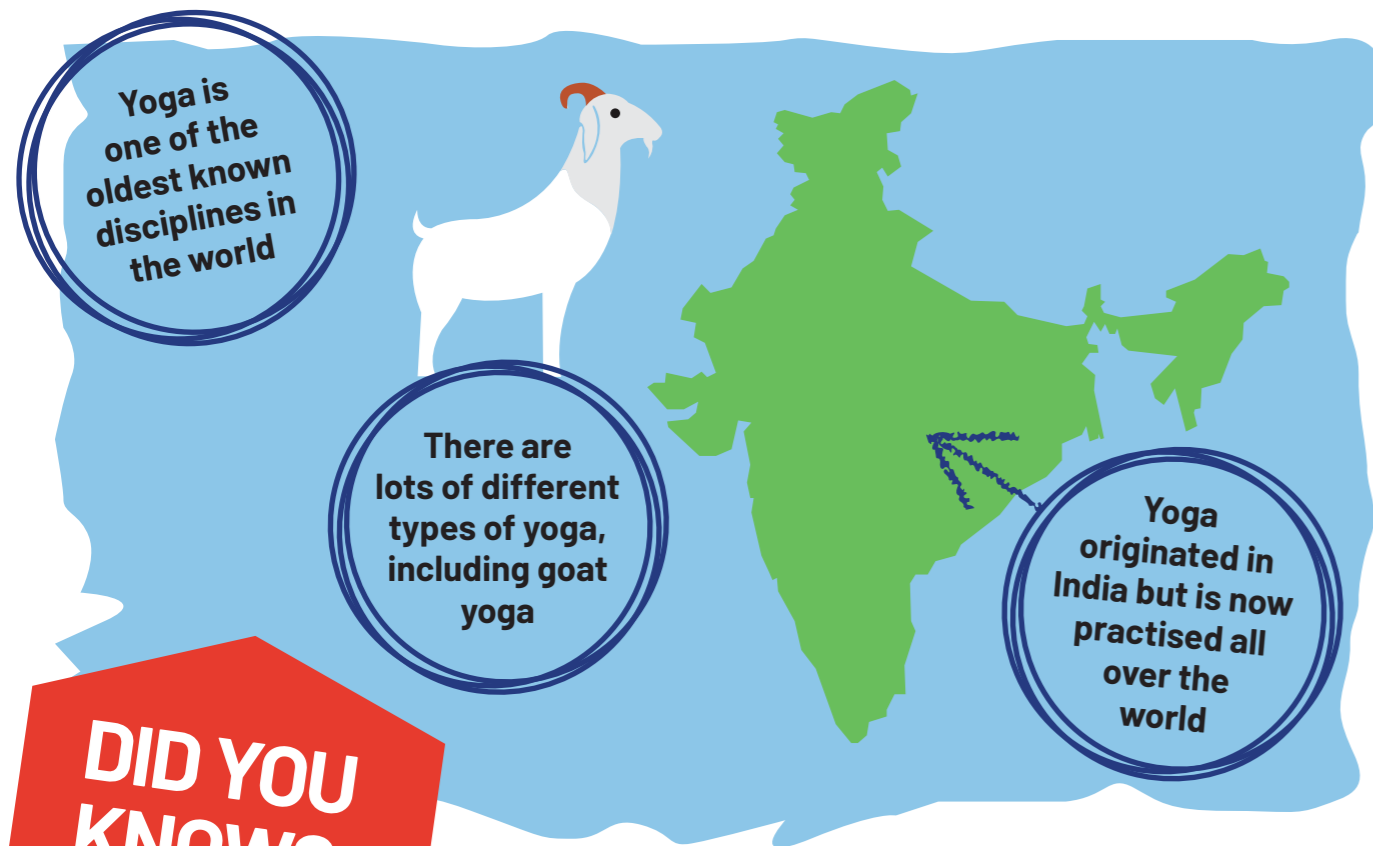
Cut out the images below and stick them onto the landscape to create your own orchard



Become a Yogi Master

We know that in the last year it may have been difficult for you to do your usual fun activities and sports and thankfully we had Joe Wicks and his Friday workouts to help relieve some of the boredom of being stuck at home and away from school.

But if you want to continue your at-home exercises and try a different discipline then check out some of our simple yoga poses below. All of these easy exercises can be done at home without any equipment and will help make you more relaxed, flexible and nimble.



Yoga is one of the oldest known disciplines in the world

There are lots of different types of yoga, including goat yoga

Yoga originated in India but is now practised all over the world

DID YOU KNOW?



Downward Dog



Upward Bow



Warrior 1



Warrior 2



Birthday Candle



Half Moon

Recipes

JAZZ™ Apple

If you love cooking with apples as much as you love eating them then try out these simple recipes and treat your family and friends to something delicious and healthy.



Applebread People

Recipe by Kenzie Potts

Ingredients (Makes 10 biscuits)

- 2 JAZZ™ Apples (peeled, grated, and use kitchen roll to take off excess moisture)
- 180g unsalted butter
- 220g light brown sugar
- 50g golden syrup
- 1 tsp cinnamon
- ½ tsp nutmeg
- 500g plain flour (plus extra for rolling out)
- 1 tsp baking powder
- 1 large egg

Plus:

- Icing (Shop bought colour icing tubes are easiest for the kids to decorate)
- Decorations (mix of sprinkles, jelly diamonds, chocolate stars/buttons)

Method

1. Preheat oven to 180C
2. Melt the butter with the sugar in a medium bowl.
3. Add the syrup, cinnamon, and nutmeg.
4. Mix in the flour, grated apple, baking powder and egg until all is combined.
5. Wrap in cling film and place in the fridge to chill for 1 hour.
6. Roll out the dough on a lightly dusted surface and cut out people shapes.
7. Place on a lined baking tray and bake for 8-10 minutes (they should start to turn brown and be soft to touch).
8. Once baked, allow to cool on a wire rack.
9. Decorate with icing and/or decorations.



JAZZ™ Apple Flatbreads

Recipe by Mark Gibaut, the winner of our JAZZ™ Apple Recipe Book Competition

Ingredients (makes 8 large or 16 small flatbreads)

- 2 JAZZ™ Apples – peeled, cored and finely diced
- 2 tsp instant yeast
- 3 tbsp olive oil
- Pinch of salt
- 20g melted butter
- 120ml warm water
- 240g plain flour
- 2 tsp cinnamon
- Chopped coriander to serve (optional)

Method

1. Place the finely diced apples in a saucepan, add a drop of water and the cinnamon and cook for about ten mins until soft.
2. Meanwhile add the flour, yeast and salt to a mixing bowl and combine.
3. Allow the apple to cool slightly before adding 4 tbsp to a blender with the warm water and olive oil and blitz for 15-20 seconds.
4. Add the wet ingredients to the dry and knead until combined on a floured surface until a dough is formed.
5. Place the dough in a lightly greased bowl, cover it and leave for at least 1 hour in a warm spot.
6. Roll the dough into a long sausage shape and cut into 8 equal-sized pieces approximately 1cm thick.
7. Preheat a frying pan. When the pan is hot spray some cooking oil in the pan and add the flatbreads
8. Once they're turning golden and starting to blister, turn them over. While cooking brush a little melted butter on each side.
9. Remove when golden one each side. Sprinkle with chopped coriander and serve warm.

JAZZ™ Apple Doughnuts

Recipe by Ariane Boyd

Ingredients (Makes 10 donuts)

- 4 JAZZ™ Apples
- 1 jar of chocolate spread
- 1 jar of peanut butter
- 1 tub of soft cream cheese
- 1 tub of sprinkles

Method

1. Slice your apples 2cm thick before using a cookie cutter to remove the core so they resemble donuts.

2. Pour your chocolate spread, peanut butter and soft cream cheese in to three separate bowls.

3. Spread a different topping on each slice of the apples before finishing with a generous shake of sprinkles.





FOUNDATION

Over
£20,000
handed out
in awards

The JAZZ™ Apple Foundation is always on the lookout for new recruits so if you deserve an award or know someone who does then get in touch. You could be a budding athlete and need some help with competition costs, or a sports club looking for a new kit - we can help!

The Foundation was launched in 2014 and has already handed out over a whopping £20,000 in monetary grants to people, groups and charitable endeavours. These have included a ballet club on a remote Scottish island, a school in Northern Ireland who needed their play equipment upgraded and a new kit for a junior football team in Kent.

We believe in the importance of nourishing and supporting the next generation of young Brits, encouraging the consumption of an apple a day (JAZZ™ of course!), and that sport and physical exercise is vital for a healthy body, mind and soul. If this applies to you and you think we can help then get in touch immediately. Further information and an application form can be found by visiting www.jazzapple.com/uk/jazz-foundation. We'd love to have you as part of the team!

