Opal Apple’s Youth Make a Difference Initiative Now Accepting Grant Applications

Initiative Funds $75,000 for Nonprofits in 2019

YAKIMA, Wash. (PRWEB) January 31, 2019 -- FirstFruits Marketing, growers of the Opal apple, is seeking applications from youth-led nonprofit organizations to benefit from Opal sales as part of the Youth Make A Difference initiative, a campaign designed to provide financial support to causes led by youth ages 6 to 25. For the sixth consecutive year, the strong demand for Opal apples has allowed FirstFruits Marketing to allocate funds for youth-led initiatives that address issues in food security, nutrition, agriculture, food politics or food education. Non-profit organizations and school-based entities can apply for funding, totaling up to $75,000, at www.opalapples.com now until February 15. The program has granted more than $300,000 since its inception.

“We are honored to support youth organizations across the country through our Youth Make A Difference initiative as we are inspired by youth-led organizations,” said Joe Vargas of FirstFruits Marketing. “This campaign aims to inspire the next generation to make a lasting impact in their communities. We’re excited to see what they are able to do to address some of today’s most significant issues such as hunger and healthy eating, food politics, and the importance of community service.” FirstFruits will evaluate all 2019 Youth Make a Difference applicants against a set of criteria before posting finalists at opalapples.com. Beginning April 12, consumers are invited to visit the website and vote for their favorite initiatives. In July, FirstFruits plans to award funding to multiple youth-led charities based on consumer votes and consistency with criteria. The criteria, nomination guidelines, and funding details can be found at http://www.opalapples.com/youth-make-a-difference/

About Opal Apple
Opal apple is known as the apple with a purpose. Grown only in Washington, this Golden Delicious-Topaz cross apple variety was introduced by FirstFruits Marketing in 2010 to wide consumer and media acclaim. Its distinctive color, flavor and texture are not the only qualities that make this product unique: Opal apple was created to make a difference in communities across the nation. Every year, FirstFruits Marketing donates a percentage of sales of every case of apples to worthy organizations that address issues like hunger, food safety, sustainability and the environment. UEB 32642 variety apples are grown exclusively by Broetje Orchards and distributed under the OPAL® brand name by FirstFruits Marketing in North America.
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