

ENTERPRISE

Enterprise is a recently developed, disease-resistant apple, sweet enough for eating fresh but with a tartness that lends itself to cooking as well. Like most disease-resistant apples, Enterprise has a complex parentage. Visually it resembles its grandparent, McIntosh but the flavor is perhaps more similar to another relative, Rome Beauty. Sometimes has a spicy flavor. Excellent keeping qualities and crispness.

Medium-large fruit covered with red, ranging from a lighter orangey-red to deep crimson on the sunward side. Large white lenticels. The apple is slightly conical, slightly lopsided.



Uses

Flavor quality - **Good**

Flavor style - **Sweet/Sharp**

Good for eating fresh or cooking

Picking season – **mid-late October**

Use / keeping - **3 months or more**

Growing

Cropping - **Good**

Fertility - **self-infertile**

Flowering group – **3**

Triploid - **No**

Fruit bearing - **Spur-bearer**

Disease resistance – **Good: scab immune, resistant to mildew and fireblight**

Vigor – **Vigorous (T3)**

How to grow Enterprise apple trees

Enterprise has quickly established itself as a good garden apple variety, with moderate to good resistance to scab, fireblight, and mildew. Tree habit is spreading. Spur bearer. Good cropping. Fruit hangs well on tree. Annual bearer.

Pollination for Enterprise

Enterprise is in flowering groups 3-4 mid to late season bloom. It is **self-sterile** and needs a pollination partner nearby.

Historical details

Developed from a joint program between Purdue University, Rutgers University, and the University of Illinois, and introduced in 1994

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