

发现

享受

选择



欧洲双色苹果



<http://weibo.com/applesfromeurope>

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2014-2017

www.apples-europe.com



本活动在欧盟和波兰共和国支持下出资



Agencja Rynku Rolnego



本活动也是由水果和蔬菜促进资金共同出资



本活动计划为一整套信息和促销活动，其主要目标是加深世界各地消费者对欧洲双色苹果独特美味的了解，主要对象市场为：中国及阿联酋市场。

The program is planned as a coherent set of information and promotion activities. Its primary objective is widening the knowledge of the unique qualities of the European bicolored apples. Activities will be executed on two markets: China and the United Arab Emirates (UAE).



发现

第一年的活动重点是通过博览会和媒体，让企业管理阶层和交易员认识并充分的了解欧洲苹果，使这个目标人群发现我们的产品，其特色及高品质。舆论的创造者、媒体及行政管理机构，可以通过网络活动、公关和报纸获取相关信息。消费者则，可以直接从市场中发现欧洲双色苹果的美味感受。

DISCOVER

Activities in the first year will mainly focus on reaching out to managers and merchants by trade fair and media activities. This will allow to build awareness, acquaint the target group with the product, its values and high quality. Opinion leaders, the mass media and the administration will get information about program from Internet activity, PR and press. Consumers will have a chance to discover the taste and aroma of the European bicolored apples.



选择

本项目的第二年，主要是巩固企业管理阶层、交易员和销售公司和销售网络的代理对于欧洲苹果的意识 and 了解，利用各种经济代表团和产业会议，使欧洲果农公开发售其产品：品种丰富，存储技术先进，栽培传统悠久。中国和阿联酋的消费者将可以选择自己最喜欢的欧洲苹果的品种。

CHOOSE

Second year of the program anticipates actions aimed at consolidating the current awareness and knowledge of European apples among managers, traders, representatives of distribution companies and sales networks through expanding the activities by trade missions and specialist conferences. Thanks to this a wide range of European growers – a multitude of varieties, modern methods of storage and a long tradition of crops will be presented. Consumers from China and the UAE will choose their favourite European apple varieties.

活动有三个目标人群：主要的目标群是企业管理阶层、交易员、销售公司和销售网络的代理；第二人群，是消费者；第三群，包括行政部门、舆论的创造者和媒体。最重要的是通过各类国际博览会、经济代表团、各种会议等，和企业管理阶层、交易员建立直接的合作关系。计划的营销活动要介绍欧洲的双色苹果，在目标市场当中创造其良好的现象，使消费者充分了解本产品，因而对其创造需求。

The program is dedicated to three target groups – the main group includes managers, traders, representatives of distribution companies and sales networks, the intermediate group includes consumers, the support group includes administration, opinion leaders and creators and media. The most important are the activities aimed at establishing direct relations with managers and merchants by participating in international fairs and exhibitions, trade missions, conferences and branch meetings. Planned marketing efforts such as advertising and PR aim to promote European bicolored apples, creating a positive image on the target markets, which in turn will increase awareness and positive consumer attitudes.



享受

第三年，计划建立平衡的苹果供应：针对企业管理阶层和中介员的活动，并创造消费者对苹果的需求。消费者将会从大众传播媒介、公关和网站取得相关信息，其目的为使中国、阿联酋的消费者享受到欧洲苹果的美味。

ENJOY

In the third year it is planned to build a balance of supply of apples – activities dedicated to managers and intermediaries including creating of a relevant demand for apples among consumers. Consumers will get information by comprehensive activities in mass media, PR, web portal. The activities are intended to allow customers in China and the UAE enjoy the taste of European apples.



欧洲苹果：发现，选择，享受！

EUROPEAN APPLES: DISCOVER, CHOOSE AND ENJOY!

发现

欧洲的气候特别适合苹果的生长。欧洲苹果远离大城市，随时接触新鲜的空气和温暖的阳光，其腮红明显果肉多汁，松脆可口，特别适合当作健康食品：含有丰富的粗饲料，无麸质和转基因生物成分*。

DISCOVER

Europe has an ideal climate for apples production. Apples grown in Europe are grown far from large cities, they breath fresh air and bath in the warm sunrays. Apples have full blush and juicy flesh, and additionally, they are crispy and aromatic. Apples are recommended in human diet – they are rich in fiber, gluten free and GMO free*.



* http://www.wapa-association.org/asp/page_1.asp?doc_id=450
<http://www.ext.colostate.edu/pubs/foodnut/09375.pdf>
http://ec.europa.eu/food/plant/gmo/new/index_en.htm



选择

欧洲苹果多样化，能满足各种消费者的要求，使其体验到新的口味。当消费者尝试欧洲特殊地区（比如：格鲁耶茨 [GRÓJEC]）种植的苹果，他们会发现特殊气候、土壤条件和多年经验得来的种植技术创造的细腻酸甜口味。欧洲的果农越来越多使用天然施肥、保护及防治害虫的方法。

CHOOSE

The multitude of varieties of European apples will satisfy the tastes of all consumers and will give them an opportunity to have new taste experience. When they reach out for the apples grown in special regions of Europe, like Grójec, they will discover a gentle sweet and sour touch created as a composition of exceptional climatic and soil conditions connected with elaborately developed cultivation methods. In Europe more and more frequently biological methods of fertilization and protection and natural methods of fighting the pests are applied.

享受

重要的是，这些苹果必需符合质量控制、包装、运输的严格欧洲标准。享受全球最受欢迎水果的美味吧！这不仅是巧合！

ENJOY

What is very important, apples are subject to restrictive European standards relating production control and high storage and transport standards. Enjoy the taste of the most frequently chosen fruit in the world! It is no accidental!



2013年的苹果产量

1. 波兰 3 170 000 吨
2. 意大利 2 122 000 吨
3. 法国 1 576 000 吨

参考资料: WAPA, PROGNOFRUIT 2014 (Istanbul), www.prognosfruit.eu/docs/Prognosfruit_Archives_2014/European_apple_and_pear_crop_forecast_2014_-_reduced_size.pdf

2012年的苹果出口量

1. 波兰 941 678 吨
2. 意大利 933 711 吨
3. 法国 625 943 吨

参考资料: WAPA, World Data Report (UN COMTRADE), www.wapa-association.org/docs/2014/World_apple_export_2003-2012.xls

苹果生产量增长率 (2013年相对2005年)

1. 波兰 +970 000 吨
2. 匈牙利 +118 000 吨
3. 克罗地亚 +55 000 吨

参考资料: WAPA, PROGNOFRUIT 2014 (Istanbul), www.prognosfruit.eu/docs/Prognosfruit_Archives_2014/European_apple_and_pear_crop_forecast_2014_-_reduced_size.pdf

可供量 AVAILABILITY

	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII
嘎啦果 GALA					X	X	X	X				
红乔王子 RED JONAPRINCE						X	X	X	X			
金冠苹果 GOLDEN DELICIOUS							X	X	X			
艾达红 IDARED							X	X	X	X		
赞皮恩 CHAMPION				X	X	X	X	X	X			
里戈尔 LIGOL					X	X	X	X	X			
乔纳红 JONAGORED					X	X	X	X	X			
纳达红 NAJDARED					X	X	X	X	X			
格劳斯特 GLOSTER					X	X	X	X	X			





质量要求 QUALITY REQUIREMENTS

栽培

欧洲的苹果栽培于清洁的远离大城市之地。优质土壤、气候条件和栽培水果的传统技术，使这里的水果成为旧世界之骄傲。可是，如果没有热爱自己工作的果农，这些苹果也就长不出来了；有他们的努力，全世界的人才能品尝到这美味食物。

CULTIVATION

European apples grow on clean areas away from big cities. Excellent soil and climatic conditions and fruit-growing traditions make that these fruits are the real pride of the old continent. Behind the success of apples are always the growers – people with real passion. Thanks to their involvement people all over the world can enjoy this tasty snack.



储存

我们使用最现代的冰柜，包括带有CA、ULO、DCA空调系统的冰柜。由于氧气含量降低，苹果进入休眠状态，其引起内部代谢过程减慢，并延缓苹果成熟。这样我们可以不用化学防腐剂，在自然环境中将苹果库存到12个月！

STORAGE

We have the most modern refrigerating rooms, also with controlled atmosphere in CA, ULO and DCA systems. Due to a reduced oxygen content, apples are hibernated which results in the slowing down of the fruit metabolism processes – slowing down of the ripening process. Due to that, we can store apples in a natural environment without chemicals for nearly 12 months!



水果分拣

新采摘的苹果，用专门创新的设备来分拣。设备将水果旋转，并对其进行自动分析：其系统能够识别水果的大小、颜色、重量以及有可能的内部受损。设备还具备 IFA (Internal Flavour Analyzer, 内部芳香分析器)。

SORTING

Freshly picked European apples are sorted by innovative system. Fruits are rotated and analyzed by machines. The system recognizes size, color, weight and possible internal damage. These devices are also featured with a IFA system – Internal Flavour Analyzer.



包装

分拣后的苹果，可以用各类塑料、木头、纸制包装，也可以用小托盘、网袋等包装。如果客户要求，苹果还可以上天然蜂蜡。

PACKING

After being sorted, the apples can be packed in any type of packages: plastic, wooden, cardboard, as well as on trays, in nets and bags. At a request, apples can be covered by natural bee wax.

运输

高品质的欧洲苹果到达越来越遥远的市场。目前要求摄氏度2-4 (华氏度36-39) 冷藏运输。这样，苹果可运到遥远的市场，并包装后8个星期还能保持新鲜。

DELIVERY

European apples are supplied to more and more distant markets in a very good trade and consumption condition. Cold store transport is required in temperature ca. 2 – 4°C (36 – 39 Fahrenheit). Apples are fresh and ready for transport and sale on far markets even up to eight weeks from the date of shipment.





质量控制

欧洲生产商特别重视其苹果的高品质。详细的水果检查流程包括几个阶段：水果园运进来的苹果初步验收、专门系统进行的分拣、发货前的最终验收等，保证苹果能保持新鲜的外观及香味，并不含任何有害的物质。

QUALITY CONTROL

European producers take special care to make their apples always be of high quality. Detailed fruit control consists of several steps – starting with the acceptance process of apples from the orchard by sorting using specialized systems until the final inspection before the shipment. Thanks to that every recipient can be sure that fruits look and taste like at the moment they were picked from the tree and they are free from dangerous substances.



欧盟苹果安全标准

欧洲的产家特别重视生产流程，尤其是这个流程对于环境和对消费者的安全。栽培的苹果满欧洲高标准，不含农药和化肥的残留物。

SAFETY STANDARDS OF APPLES IN THE EU

European producers attach great importance to production methods – modern and safe for the environment and consumers. Cultivated apples meet high EU standards. Apples are free from residues of pesticides and fertilizers.



本活动的组织者 CAMPAIGN ORGANIZERS

波兰农业市场局

波兰农业市场局是波兰农业部长和财政部长监管的国有法人实体。当波兰加入欧盟时，该机构成为欧盟资助机构，并开始对其适用欧盟立法。自2012年1月1日起，根据波兰国家立法，本机构为执行机构。

“水果联盟”——波兰水果和蔬菜经销商联盟

本联盟成立于2010年，通过提供法律、经济咨询服务，协助高质量出口标准，为了水果出口规则的透明度做了不小的贡献。其主要任务包括推广对食品的了解、争取统一水果生产的原则。

“水果联盟”和行政机关、经济组织进行密切的合作，以推广波兰蔬菜水果生产商和经销商，并在国内外代表他们的利益。

欧盟

欧盟是协助自由市场经济的多国联盟群体，为进行各类发展项目（如：城市及区域发展、农业及农村发展，海洋政策及渔业政策，研究及创新等）提供资助。约76%欧盟的资金，是欧盟和国家、地方政府共同管理；其余资金是欧盟直接管理。

波兰共和国果农协会

有约4千家果农场成员的组织，主要代表果农的需要及利益，提供果园生产资讯，并创造相关的舆论。为了波兰果农业坚固化以及其在欧洲市场中的一体化，争取创造固定的法律、经济、组织的基础。在柏林“Fruit Logistica”博览会、莫斯科“World Food”博览会，以及国际果农业会议、讲座、文化教育活动等，多次主办代表波兰的摊位。本组织和波兰中央、地方政府机关，以及其他类似的国内外组织进行密切的合作。

Agricultural Market Agency

Agricultural Market Agency is a Polish state-owned company supervised by the minister responsible for agricultural markets and the minister responsible for public finance (in terms of financial management). Since Polish accession to the EU that agency has the status of an EU paying agency and operates under the EU legislation. It is the executive Agency in the light of the national law since 1 January 2012.

Association of Polish Fruit and Vegetables Distributors “Fruit Union”

Established in 2010. It supports transparent rules for export by the legal and economic consulting and dissemination of advanced quality standards. The Association promotes food and actively fights for working out uniform principles in the fruit growers' sector. The Fruit Union maintains contacts with representatives of the administration and economic institutions. The main objective of the organization is to promote Polish producers and distributors of fruit or vegetables and representing their interests both at home and abroad.

European Union

European Union is a community of nations conducting free market economy. It grants subsidies for the implementation of various projects in areas such as: urban and regional agriculture and rural areas development, maritime and fisheries policy, research and innovation. Managing more than 76 percent of EU budget is done in partnership with the national and regional authorities. The remaining funds are managed directly by the EU.

Polish Fruit Growers Union

This organization brings together about 4 thousand fruit growers with a primary goal to represent their needs and interests. It provides consultancy services and shapes opinion about fruit growing. It undertakes activities in order to establish sustainable legal, economical and organizational foundations for strengthening of the Polish fruit growing and market integration within the European Union. The multi-annual organizer of national fair stands during: Fruit Logistica in Berlin, World Food in Moscow and international fruit conferences, lectures, seminars and cultural and educational events. It implements its activities through cooperation with central and local government authorities, as well as with the related national and international organizations.

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