



www.apples-europe.com

Discover bicolored apples from Europe

The jewels of European orchards



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The history and varieties of European Bicolored Apples

Dominik Woźniak
Producer, European Union



ONCE UPON A TIME...

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... there were some beautiful apples that grew in Europe. The fruits of pure nature and offspring of tradition, they grew to be natural and delicious.

The story of European apples could start like this but the truth is that apples come directly from the European orchards to your table to bring you all their taste and color.



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HISTORY OF APPLES

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- ✓ The first traces of eating apples are more than 5 000 years old
- ✓ In Europe apples were eaten already in the Stone Age
- ✓ Originally grew wild in Europe and Western Asia since Roman times
- ✓ As it can be gleaned from the myths and writings of the great Greek poet Homer even the ancient Greeks loved apples
- ✓ The Greek and Roman mythology refer to apples as a symbol of love and beauty
- ✓ Newton discovered gravitation sitting under an apple tree



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APPLE

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- ✓ From childhood fairy tales, such as Snow White, to the discovery of gravity - apple has been influencing the world
- ✓ Apple tree is the queen of trees
- ✓ Apple is the attribute of terrestrial monarchs
- ✓ Apple is frequently used in various names company logos and city emblems
- ✓ Production of apples is currently about 80 million tons that gives the second place after bananas in the world



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IDEAL CLIMATE FOR GROWING APPLES

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- ✓ The climate of Europe is of a temperate, continental nature, with the maritime climate prevailing on a Western coasts and a Mediterranean climate in the South
- ✓ Four seasons occur in Eastern Europe, while Southern Europe experiences distinct wet and dry seasons, with prevailing hot and dry conditions during the summer months
- ✓ Warm sunny days and cool night temperatures tend to make apples sweeter
- ✓ Apples from European orchards are delicious and beautiful colored because of the European microclimate



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TRADITION PASSED DOWN FROM GENERATION TO GENERATION

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Power of our apples comes from the European soil, knowledge and skills of many generations and a strictly managed production process



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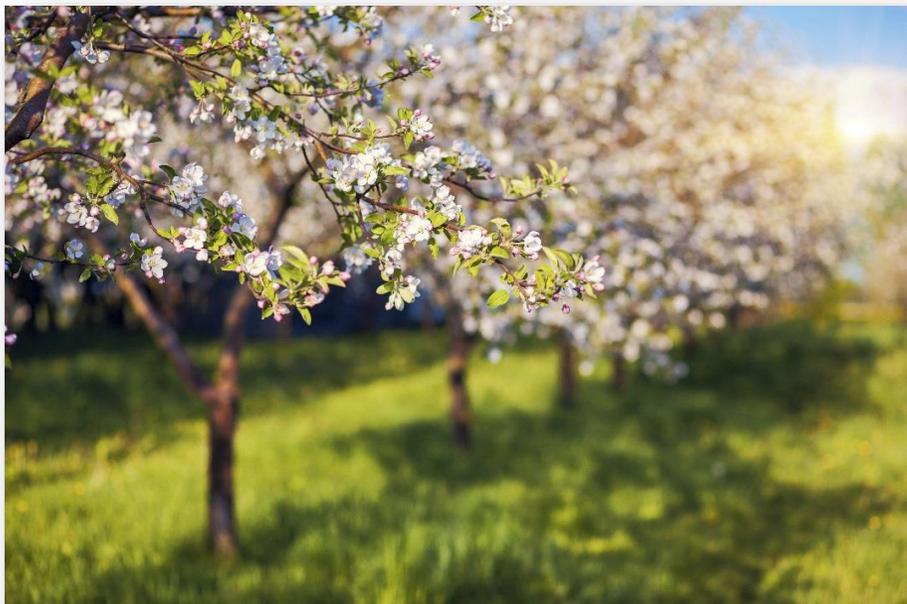
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CONDITIONS FOR GROWTH

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European apples grow away from big cities, breathe clean air and bath in the warm sunbeams. They are famous all over the world for unique taste and aroma values



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VARIETIES

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GALA

- ✓ **FRUIT** - medium-sized (65-75 mm) and conical shape
- ✓ **SKIN** - dark red, covered with a blurred blush or dark streaks
- ✓ **FLESH** - creamy, firm and juicy with a sweet flavor and very pleasant aroma
- ✓ **MATURATION** - second half of September
- ✓ **STORAGE** - 6-7 months in cold storage with controlled atmosphere



RED JONAPRINCE

- ✓ **FRUIT** - large (75-85 mm), spherical-conical
- ✓ **SKIN** - completely covered with blurred dark red blush
- ✓ **FLESH** - creamy, hard and very firm, with a sweet-sour taste, very aromatic
- ✓ **MATURATION** - second half of September
- ✓ **STORAGE** - 6-8 months in cold storage with controlled atmosphere



GOLDEN DELICIOUS

- ✓ **FRUIT** - medium-sized (70-80 mm)
- ✓ **SKIN** - yellow with a pink blush
- ✓ **FLESH** - creamy yellow, juicy and aromatic with a very good taste
- ✓ **MATURATION** - end of September and beginning of October
- ✓ **STORAGE** - 8-9 months in cold storage with controlled atmosphere



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VARIETIES

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IDARED

- ✓ **FRUIT** - medium-sized to large (70-85 mm)
- ✓ **SKIN** - green-yellow with a blurred blush on the whole surface
- ✓ **FLESH** - creamy, firm and juicy
- ✓ **MATURATION** - second half of October
- ✓ **STORAGE** - 6-8 months in a typical cold storage



CHAMPION

- ✓ **FRUIT** - medium-sized, spherical-conical
- ✓ **SKIN** - yellow with carmine-red blush on 50% of the surface
- ✓ **FLESH** - greenish-white with creamy tinge, juicy, aromatic and very tasty
- ✓ **MATURATION** - second half of September
- ✓ **STORAGE** - 6-7 months in cold storage with controlled atmosphere



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European Bicolored Apples

Quality Management

Konrad Zawadzki
UO-Technology, Food Security Laboratory



QUALITY

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Our apples are the essence of pure joy straight from the nature. Their quality is under full control so it fulfills the high standards of the European Union. That's why we love them so much!



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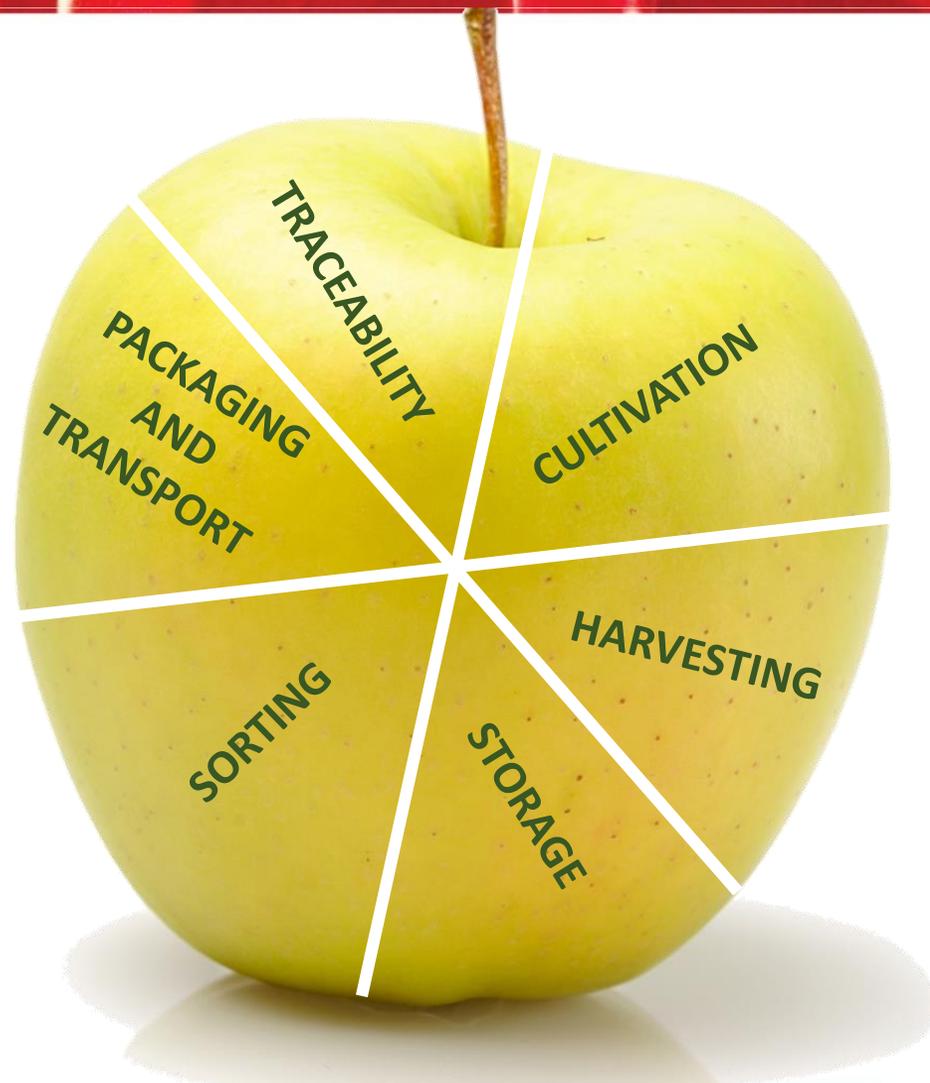
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TRACEABILITY

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- ✓ European export apples come only from reliable, registered and traceable orchards
- ✓ Producers' Groups' or Exporters' facilities work within self-checking, risk-based management systems such as: BRC, ISO, HACCP
- ✓ Labeling is a must throughout the entire production cycle
- ✓ Registers are well-documented and archived



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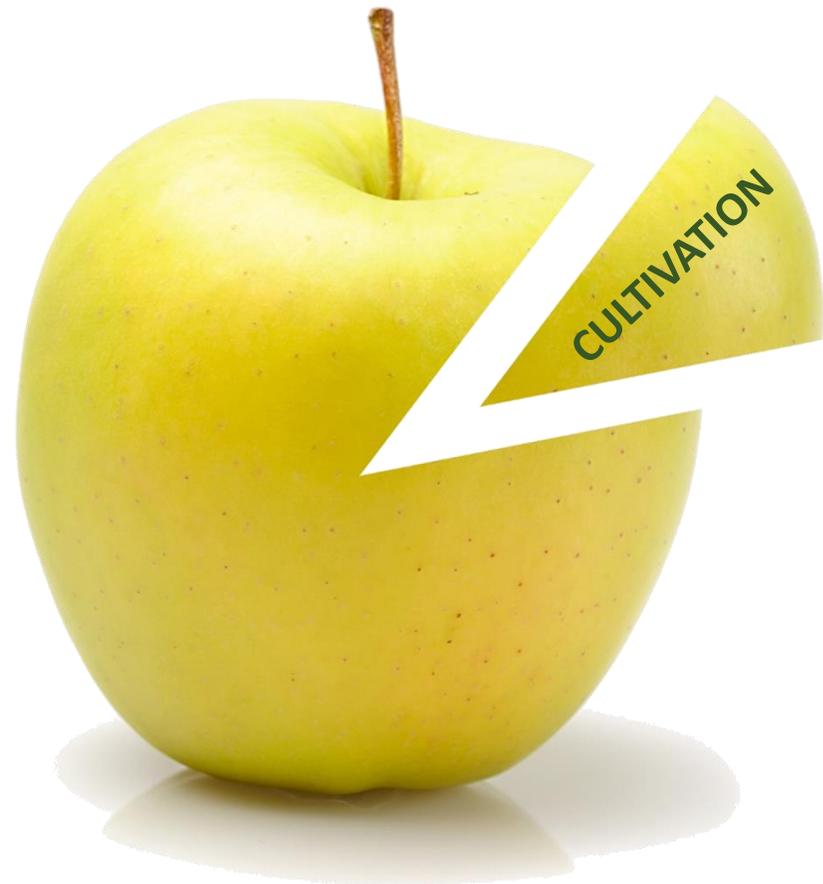
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CULTIVATION

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- ✓ Integrated Production System
- ✓ Global GAP
- ✓ IPM - Integrated Pest Management



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HARVESTING

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- ✓ Ripeness tests with calculation of internal values
 - Starch test
 - Sugar test (brix scale)
 - Firmness test
- ✓ All activities of harvesting are identified and assigned to relevant market
- ✓ Compliance of the hygienic requirements
- ✓ Careful manual harvest



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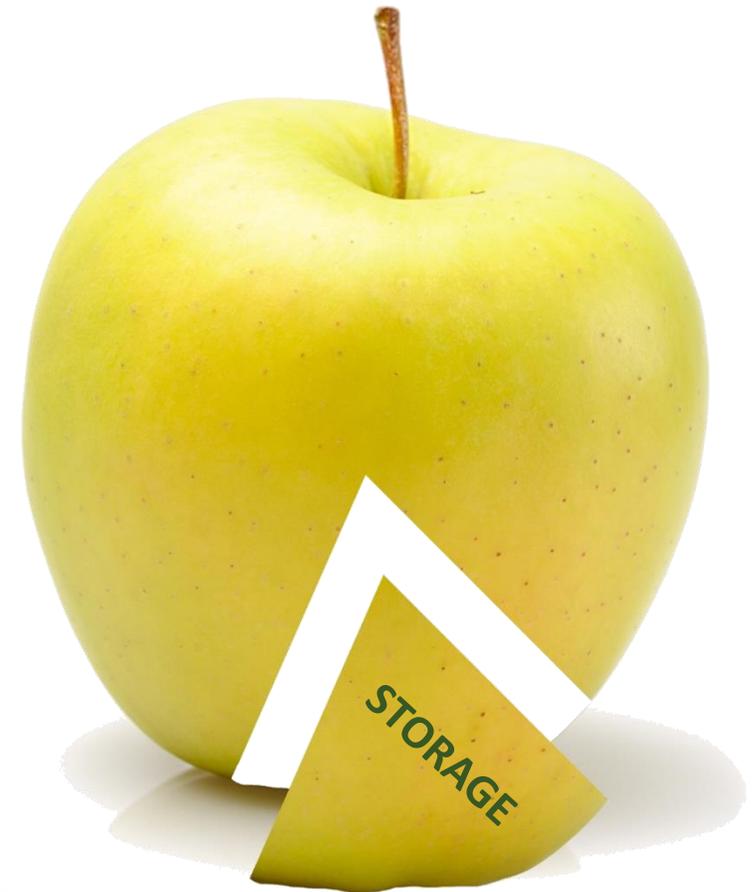
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STORAGE

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- ✓ Labeling of every single bin to guarantee traceability (orchard, variety, date of delivery, production method, quality)
- ✓ Preliminarily sorted apples are cold stored or stored in compartments with the controlled atmosphere prior to processing at the packing houses
- ✓ Processing encompasses grading and packaging
- ✓ Apples are stored in cold storage units or controlled atmosphere compartments



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SORTING

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- ✓ **Various sorting programs**
- ✓ **Sorting lines are equipped with technology for water cleaning and final rinsing with potable water**
- ✓ **Full quality control is carried out on daily basis during entire sorting process by designated, trained packing house staff (in accordance with self-checking risk-based management internal systems)**
- ✓ **Additionally sampling inspections are carried out by state inspection bodies**



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SORTING

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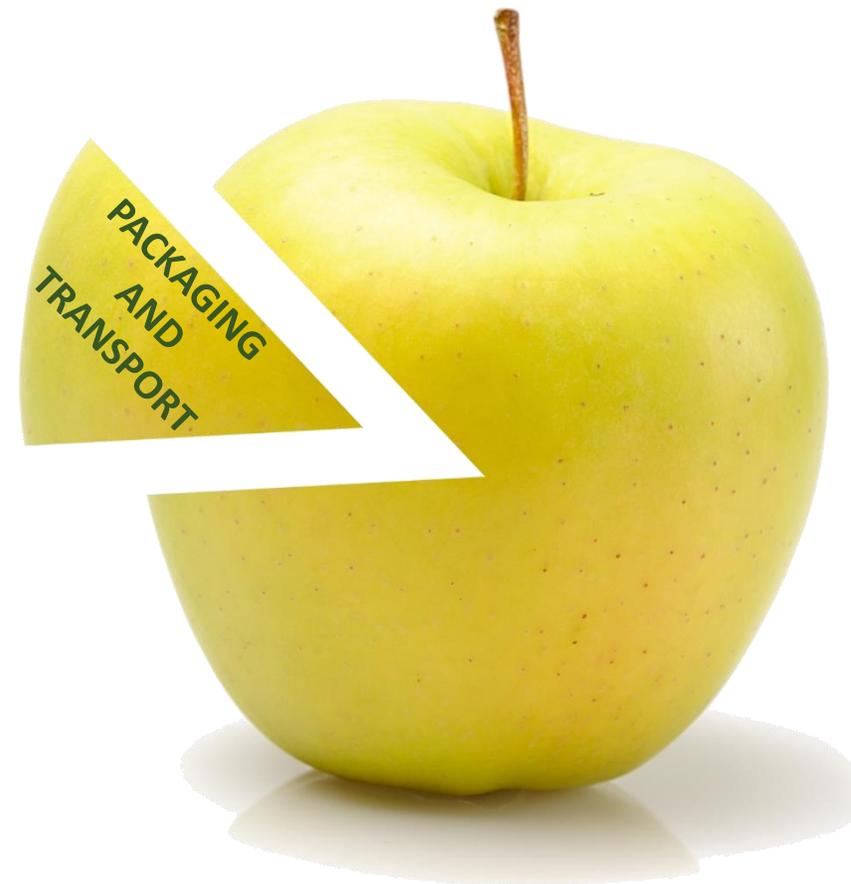
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PACKAGING AND TRANSPORT

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European export certification follows all international standards for phytosanitary measures (ISPMs) sustaining the highest trade quality. Official assurance is provided to export of plant products by using End Point Consignment Inspection. As part of this, every shipment is subjected to phytosanitary and pesticides residue inspection prior to export by the NPPO to confirm the plant product compliance with the Importing Country Phytosanitary Requirements for the country of destination as nominated by the exporter.



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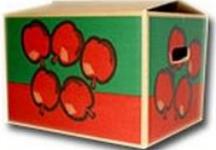


PACKAGING AND TRANSPORT

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- ✓ European apples are packed according to high requirements. Packing houses are equipped with innovative packaging lines which allow to pack fruits to all available containers – cardboard, wood and plastic boxes, bags, trays.
- ✓ Apples are properly secured and can be delivered to any place in the world – fresh, aromatic and juicy.

<p>PALLOX 320 KG 1200x1000x770mm</p>	
<p>WOODEN CASE 13 KG 500x300x250mm</p>	
<p>2 LAYERS 8 KG 500x300x175mm</p>	

<p>CARTON 14 KG 600x400x175mm</p>	
<p>CARTON 8 KG 395x295x200mm</p>	
<p>CLOSED CARTON 12 KG 395x295x275mm</p>	
<p>PLASTIC BAG 2 KG</p>	
<p>BUSHEL 18 KG</p>	



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MODERN LABORATORIES AND ADVANCED TECHNOLOGIES

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APPLES FROM EUROPE

Your business opportunity

Robert Monarski
V-ce President of the Board „Fruit Union”



INCREDIBLE, AMAZING NATURE

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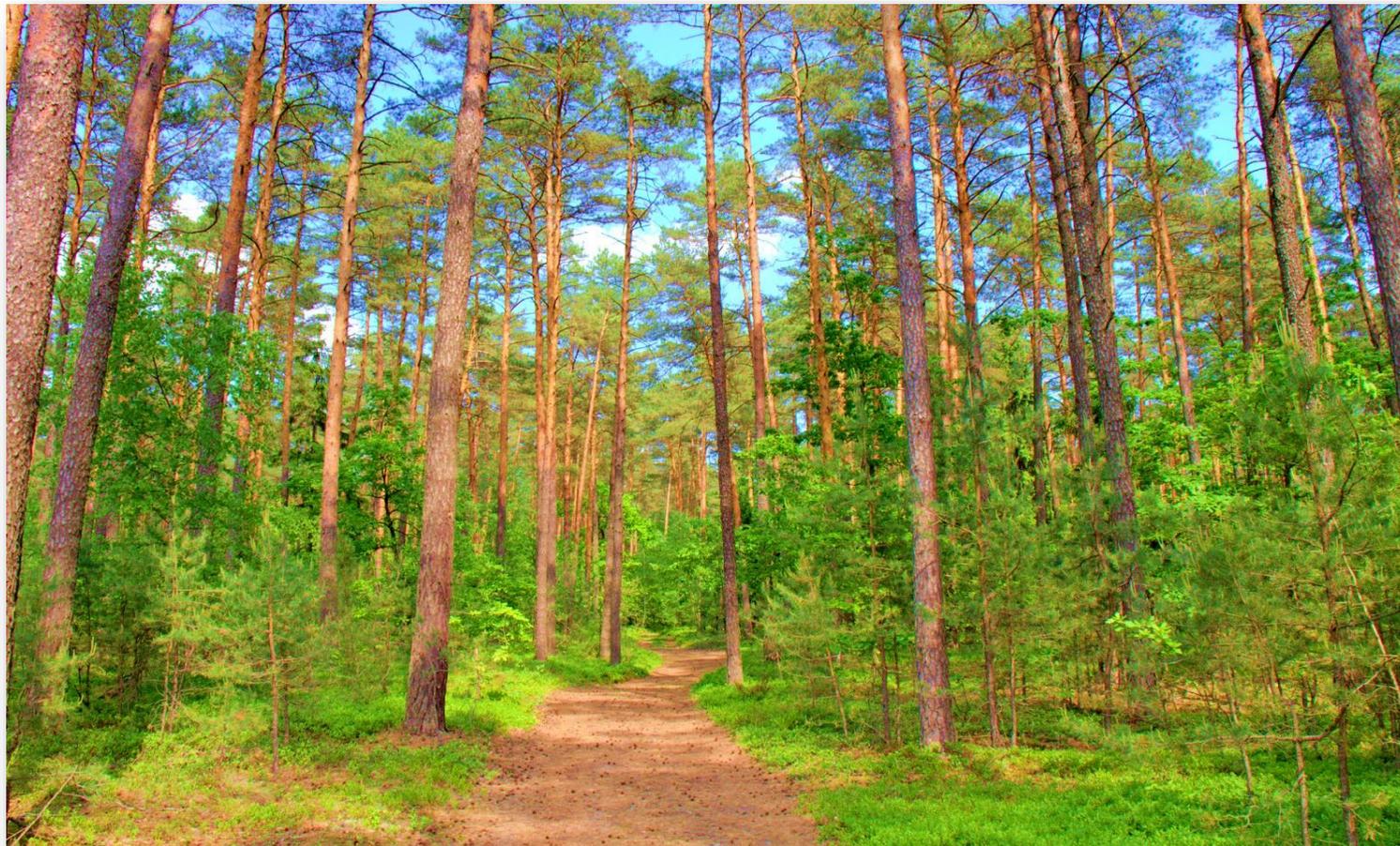
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PURE, CLEAN, GREEN

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TRADITION

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THE CUTTING EDGE TECHNOLOGY

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SORTING AND PACKING – UP-TO-DATE „SPACE” INDUSTRY www.apples-europe.com



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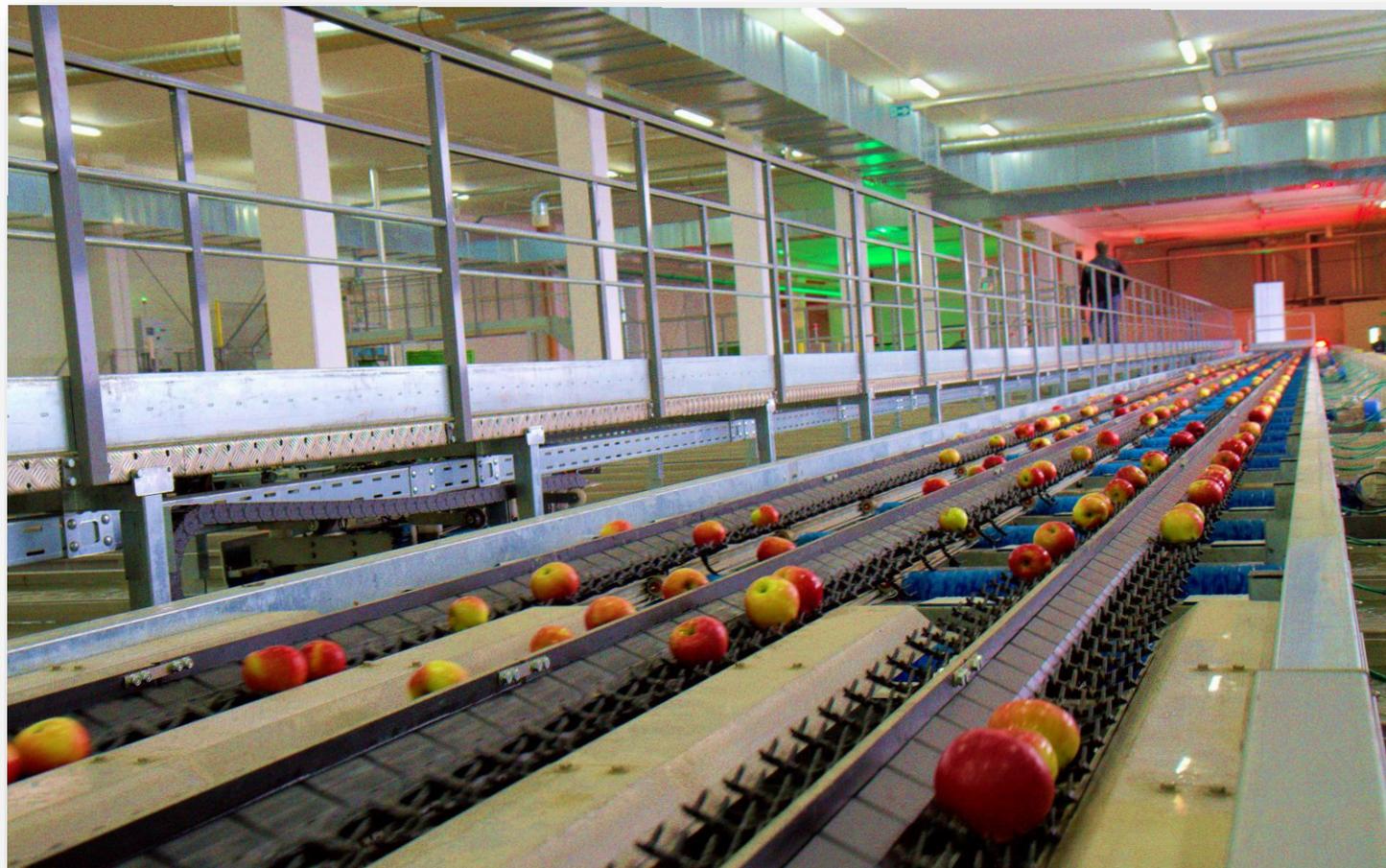
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RELIABILITY

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BICOLORED APPLES

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VARIETIES: GALA MUST

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VARIETIES: JONAGORED

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VARIETIES: IDARED

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VARIETIES: GLOSTER

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VARIETIES: LIGOL

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VARIETIES: RED JONAPRINCE

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VARIETIES: GOLDEN DELICIOUS

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VARIETIES: CHAMPION

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THE BEST BICOLORED VARIETIES

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GALA



RED JONAPRINCE



GOLDEN DELICIOUS



IDARED



CHAMPION



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THE BIGGEST EUROPEAN APPLE PRODUCERS

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THE BIGGEST EUROPEAN EXPORTERS

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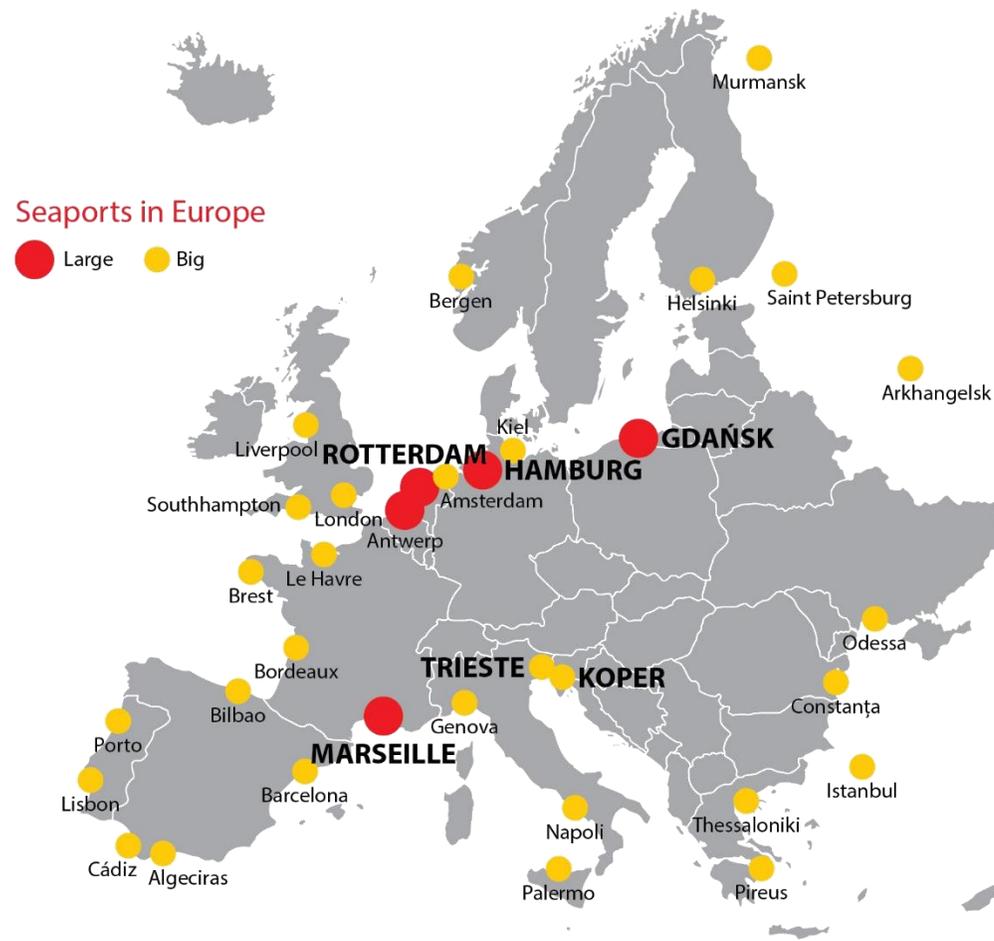
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EUROPEAN MARINA TERMINALS

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PORTS

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A list of ports with delivery times to the Port of Jebel Ali in UAE

- ✓ Port of Gdynia, Poland: 8025 nautical miles - 34 days
- ✓ Port of Trieste, Italy : 4803 nautical miles - 20 days
- ✓ Port of Koper, Slovenia: 4803 nautical miles - 20 days
- ✓ Port of Marseille, France: 5080 nautical miles - 22 days
- ✓ Port of Amsterdam, Holland: 7064 nautical miles - 30 days
- ✓ Port of Hamburg, Germany: 7306 nautical miles - 31 days



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ASSOCIATIONS IN:

BELGIUM

VLAM

www.vlam.be

FRANCE

INTERFEL

www.interfel.com

GERMANY

DFHV

www.dfhv.de

HOLLAND

FRUITRACO

www.fruitraco.com

POLAND

UNIA OWOCOWA

www.uniaowocowa.pl



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LET'S BREAK BARRIERS!

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✓ **Communication**

✓ **Expectations**

✓ **Possibilities**



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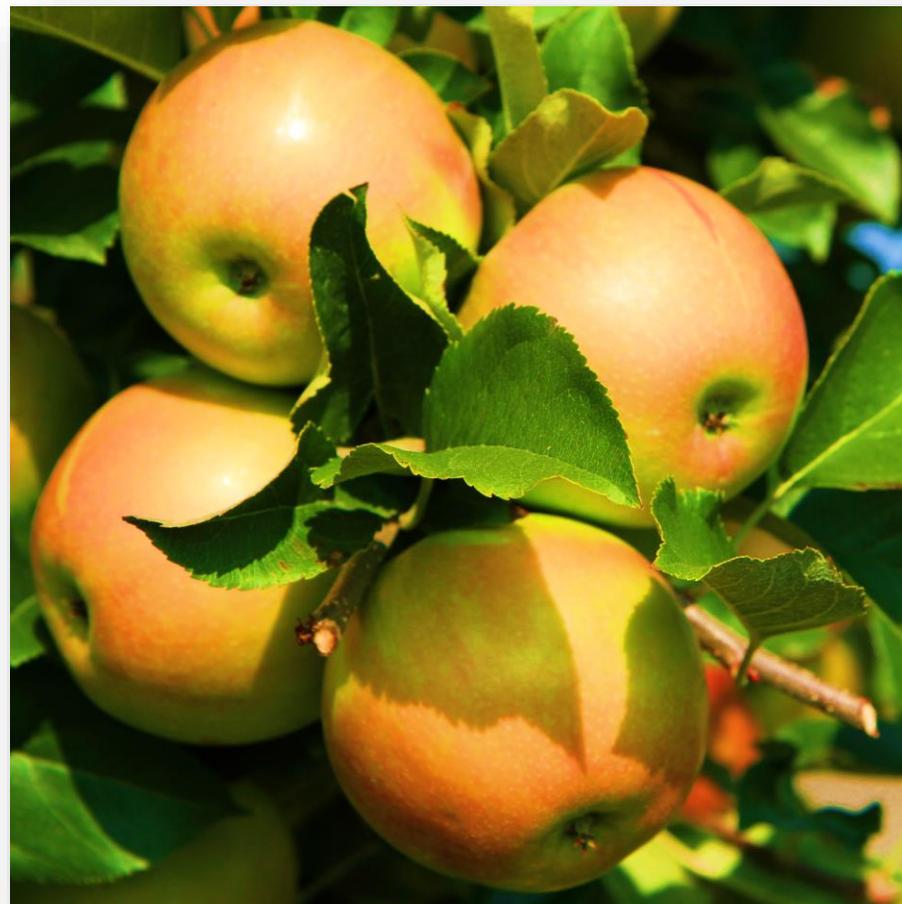
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WELCOME TO THE WORLD OF EUROPEAN APPLES

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BICOLORED APPLES FROM EUROPE

Program

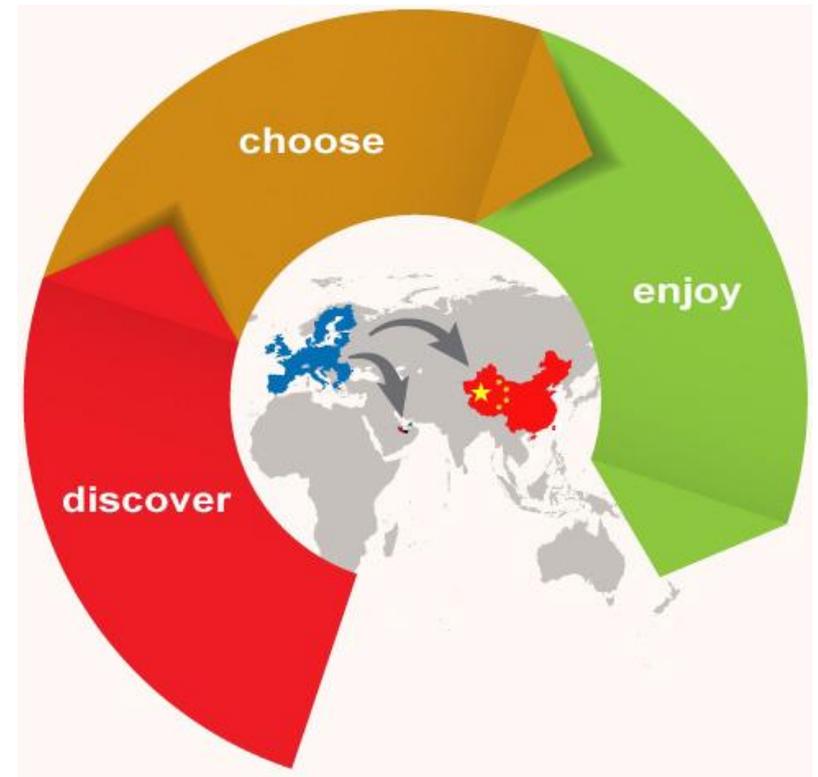
Jolanta Kazimierska
President of the Board „Fruit Union”



PROGRAM

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- ✓ 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 at two markets: China and the United Arab Emirates (UAE)
- ✓ 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



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INFORMATIONAL & PROMOTIONAL ACTIVITIES

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The program covers varieties of promotion activities:

Directed to consumers:

- ✓ Campaign in consumer press
- ✓ Internet campaign
- ✓ PR



The goal of such activities is to acknowledge the consumers with high quality and unique taste of apples from EU

Directed to trade organizations:

- ✓ Professional press
- ✓ Internet campaign
- ✓ Trade Fairs participation



This will help to create positive image of European Bicolored Apples and establish international cooperation



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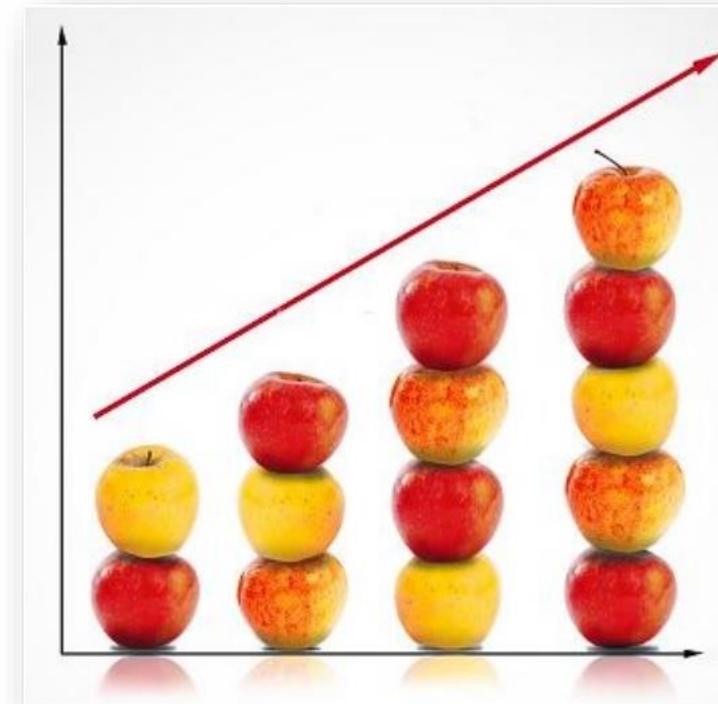
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REASONS TO INVEST

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- ✓ Excellent production and harvest facilities
- ✓ Trained personnel
- ✓ Impeccable postharvest sanitation and cold chain
- ✓ Proper packaging
- ✓ Fast logistics
- ✓ Competitive price compared to other producers worldwide
- ✓ Apple is a popular fruit that is valued for its extended storage life and high yields
- ✓ Apple is highly disease resistant and prized for its flavor, which is either sour or sweet



INVEST IN EUROPEAN APPLES & ENJOY PROFITS TODAY!



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THANK YOU



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