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The exciting new apple that dares to be different

Bravo News May 2018

April has been an exceptionally busy month for all, first watching our apples reach size and colour, then testing to determine that internal quality had reached prescribed levels, before we thought about picking. A special thanks to Steele Jacob who diligently ensured all growers throughout the country had the internal quality of their fruit monitored and measured before being in a confident position to harvest the fruit.



Pic 1: Nadia Stacy, Terry Martella and Steele Jacob checking fruit colour in Batlow, NSW – April 2018

Pic 2: Harvested ANABP01 arriving in the packhouse

Bravo™ Apple Orchard Walk and Specification Workshop

Many thanks to the team at Newton Brothers Orchard for allowing us to conduct a field walk through their orchard, which was followed the next day by some trial runs of fruit across the grader. This testing was of great value to all the supply chain in determining the correct colour stage for harvesting ANABP01. Consequently, most of the fruit harvested this season has superior colour to that of the 2017 season. This is great news, as with improved colour, expected pack outs are forecast to be high.

A total of 2001 bins of ANABP01 fruit has been harvested this season – slightly less than the original grower estimates, with 80% of the crop being from WA. Initial pack outs show that the fruit is predominantly in the large to extra-large sizing, with as much as 30% of fruit falling in the 54-count size and larger. It may be prudent to discuss crop load and resulting size distribution with Steele Jacob and Marcel Veens before next season, should your pack out this season have been weighted in this area. The market preferred size for the domestic Australian market ranges between counts 60- 76.



Pic 3: Bec Whittaker proudly shows packed fruit grown in the Lady Croft orchard.



Pic 4: Bravo™ Fanfare - Opening Morning Perth market

Bravo™ Apple Marketing

The retail season got underway in Perth on Monday evening 30th April with a Season Launch in Cottesloe attended by media, growers, Fruit West representatives together with Rowan Prince and Chris Brown from DPIRD. New season Bravo were tasted by all and Jenny Mercer again reminded us about the uniqueness of this apple and the potential if carries for the apple industry in Australia. The following morning 1st May fruit was offered for sale by our Bravo™ Champions to independent Fruitiers and greengrocers throughout the country. Radio advertising reminded Perth customers that the new season Bravo™ Apples were back and available instore. Good demand has started the season strongly with repeat sales being especially promising. To date 8% of the crop has been packed and fed through to the retail markets.



Pic 5: Rohan Prince (DPIRD), Jenny Mercer (WAFD), Steele Jacob (DPIRD) Nardia Stacy (Fruit West) Chris Brown (DPIRD)



Pic 6: Sue Yeap, The West Australian Newspaper, Dr Ben Darbyshire, Chairman of Fruit West Co-operative Ltd.

There has been ongoing work together with the Fruit West Board in trying to find a home for the ANABP01 apples not meeting the Bravo™ Apple quality specification. We have met with the new Department of Molecular and Life sciences from Curtin University and are pursuing various options outlined from these discussions.

We are optimistic that the forthcoming months will see a steady and increasing demand for your fruit across the country as more consumers get their very first taste of Bravo™ Apples.

Bold. Daring. Different.