



2018 BRAVO™ Season Review

The 2018 BRAVO™ branded apple season review has held on Wednesday 31 October - 1 November at the Manjimup Horticulture Research Institute where the ANABP 01 variety was bred. The event hosted approximately 27 growers and 14 industry stakeholders with two South Australian growers present.



Rob Green (SA), Steele Jacob(DPIRD) and John Vickers (SA)

Ben Darbyshire and horticultural adviser Marcel Veens (Qld)

The program commenced with a welcome by Fruit West Co-operative Chair Ben Darbyshire who outlined the purpose of the review which was to share knowledge and information about ANABP 01 growing practices, systems to maximise BRAVO™ pack-outs, marketing activities for 2018 and future planning to successfully introduce the brand to the world.

The initial presentation was delivered by Steele Jacob of Department of Primary Industries and Regional Development who talked about drawing consumers back to the apple category of retail store. Steele's view is that we must develop and promote varieties not only for a definable appearance - but this all must be backed up by taste and texture. This, he believes, is the key to determining the next purchase - quality is still the way to consumer's hearts. He also believes that the BRAVO™ branded apple is set to deliver this ideal - given the value chain works together to achieve this goal. There are a lot of new apples in the global market, as was seen at the recent Asia Fruit Logistica held in Hong Kong, so we need to make sure that BRAVO's distinctive appearance and quality attributes are clearly recognisable valued across the globe.

The next presentation was from a distinguished panel comprised of consultants (including Steele Jacob and Marcel Veens) and pioneer growers and packers (Terry Martella, Dave Stewart and Adam Buckley) that discussed pruning, thinning, nutrient supplements, sunscreens, harvest maturity testing, post-harvest treatment and packing. A robust discussion ensued with views and experiences shared - which was excellent. The participants were advised that outcomes from learnings and trials throughout the last two seasons will be compiled into a Good Practise Guide as part of the Grower Group Research and Development (GGRD) project funded by DPIRD. The plan is to publish the Guide early in 2019.

Marketer Jenny Mercer of WA Farm Direct, the exclusive Licenced Marketer of ANABP 01 fruit, presented an overview of the social media exposure of the BRAVO™ brand in 2018. This lead into a marketing report of the season just gone, marketing plans (including export) for next year, and value adding for out of spec fruit. The report covered the extensive Consumer Profiling, Brand Awareness & Development and Value Adding activities and quality control outcomes of the GGRD project.

Dr Catherine Bondonno of Edith Cowan University delivered an update on the BRAVO™ clinical trials with promising results expected which would deliver valuable marketing outcomes for upcoming seasons based on the health benefits derived from the BRAVO apple's high flavonoids. These trials also form part of the GGRD project outcomes. Catherine's Presentation is available on the Fruitwest website: <https://www.fruitwest.com.au/>

The first day ended with a networking forum for participants to reflect on the day's proceedings and discuss further, personal experiences with the ANABP 01 variety.



Orchard Tours, MHRI, Fontanini Farm and Newton Orchards

On Thursday 1st November the 2018 Season Review concluded with a tour of the Australian National Apple Breeding Program hosted by Steele Jacob and John Sutton of DPIRD and tours of 4 year-old trees courtesy of Fontanini Farm and Newton Orchards. Marcel Veens provided growers with an insight into growing practices and trial results known so far for the ANABP 01 variety - whilst viewing the trees. Growers attending the orchard visits benefited greatly by the "hands on" approach and the discussions in the field. Big thanks to the Fontanini's and Newton Orchards for making their orchards available to visit.

Website: www.bravoapples.com.au

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