



bravo

LIKE NO OTHER

The exciting new apple that dares to be different

Dear All,

We have this week finished the 2018 Bravo™ Apple harvest, with 2260 bins of ANABP01 picked this season. The actual harvest is close to the crop estimates provided earlier in the season. In our first week we have packed 6% of the harvested fruit.



Pic: The last bin from Newton Orchards being collected, Manjimup WA

At the same time as congratulating growers with record picks and what looks like great quality, we always spare a thought for those growers who had a tough time with the weather and had a reduced or no harvest at all. Generally fruit colour appears much better this year largely due to improved growing techniques outlined by the technical team. This is particularly exciting as fruit colour is so fundamental in defining this variety. Early indications show that the crop size is very much on the large size which will provide a challenge to the marketing team. Some early pack out figures show 30% of the packed cartons to be count 54 and larger.

Notwithstanding sizing challenges, sales have got off to a cracking start this week, feedback (and most importantly repeat purchases) have been great. Sales in Sydney have been particularly strong with good support from the Independents in a market that is strongly supplied with many apple varieties.



Pic: Bravo™ Apples launched on Montague's Floor in Brisbane.



Estimates at the moment are for a 50,000 to 55,000 carton season, but of course this will depend largely on the pack out percentage from each grower .

We would really encourage you to get on either Instagram or facebook and be an active Bravo™ Apple supporter. It really makes a difference when customers can connect directly with the people who grew their fruit and it's a great way for you to support your apple. Thank you to the all the Growers who are actively getting on board and joining the Bravo™ Apple revolution!

As always please feel free to contact any of the WA Farm Direct Bravo™ Apple team:

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Please enjoy some of the photos from Bravo™ Apple retailers this week:



Pic: IGA Canning Bridge, WA



Pic: The Boatshed, WA



Pic: The Herdsman, WA

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