



**TopFruit®**

*International Leaders in  
Cultivar Management*

# Pome Fruit Newsletter

June 24, 2011

## Pink Lady®

The season has finished well and as far as Pink Lady® goes - with a flourish. The colour this year has been magnificent and the taste of some of the fruit has been simply outstanding. The market prospects remain challenging but a lot of work has gone into preparing the market for Pink Lady® and we trust that your exporter is working closely with the receivers as well as the co-ordinators in the various territories; Starfruits® (EU), Coregeo (UK) and Craig Mostyn & Assoc. (Far East). The monthly Pink Lady® meetings have started and these too are important to ensure the best possible outcome of the current campaign. Again it is important that these are prioritized, attended and actively supported.

The Pink Lady® field day held in Ceres was the best attended in years with everyone interested to see the first few fruit of Rosy Glow on the early plantings. Rosy Glow looks like living up to its promise we all hoped for.

## Pink Lady® Marketing

**Pink Lady® on the big screen  
for the first time in South Africa**

**Look out for this little guy!**



Thanks to a generous contribution by SAPLA towards the local Pink Lady® marketing budget, three innovative Pink Lady® advertisements will be flighted during the screening of a popular mid-season movie in Ster Kinekor cinemas from **24 June**. Three versions of the ads will be flighted during the intro

section of associated movies. For a sneak preview follow this link.

<http://www.apple-pinklady.com/Unnouveau-spot-TV,1583.html>.

A schedule of movies and cineplexes will be sent out closer to the time.

In-store tastings also started in selected Pick 'n Pay, Spar and Woolworths stores.

## KIKU®

A very successful visit was held with Luis and Jurgen Braun. The KIKU® brand is taking off and it is clear that despite being within the Fuji segment it is possible to add value with hard work and intelligent effort. It takes careful selection plus a rigorous multiplication process to ensure that a new variety lives up to its promise. The past work put in by the Braun's plus their continued efforts with KIKU® are impressive and are being noted by many. They are leading the way and showing an additional manner of adding value. Much like Pink Lady® did in the mid 1990's. Those who are supporting KIKU® will be afforded the opportunity to plant the improved strain Fubrax. This will become available in 2015.

The exporters licensed to handle KIKU® are; Capespan, Colors, Dutoit, Fruitways and Tru-Cape.



## Opal™

The apple variety Opal™ also came through this past season highly recommended. Extremely precocious, productive and a consistent bearer this variety ought to be on every growers radar. Not only is it grower friendly but this one is disease resistant too. One of the parents is the only organically grown apple on a reasonable scale in Europe – Topaz. The interest in this variety in the USA is remarkable. The crop in the USA is pre-sold with virtually all US supermarkets trying their best to get as much of the available crop as possible. Have a look at their Facebook page <http://www.facebook.com/pages/Opal-Apple/151129174922847>

As the best way to learn about a new variety is through the experience of others a study tour is being undertaken 27 September to 6 or 7 October 2011. The EU leg of this trip will include seeing Opal™ in the Bodensee area, a visit to the Braun's nursery and orchards in South Tyrol. In the USA a visit to orchards as well as the sales desk which handles the Opal™ is planned. The feedback Opal™ generates in the USA is very positive. If this date is not convenient you can see Opal™ in Catalunya, Spain on 9 & 10 September 2011. Those growers who would like to join please contact Liza Matthews on [lizam@topfruit.co.za](mailto:lizam@topfruit.co.za)



## Flare

Finally, last and by no manner of means least this high coloured natural mutation. This very attractive fruit is extremely exciting and a full range of post harvest tests are being done to determine the precise market positioning of this variety. Anyone who is considering planting Forelle would be well advised to keep a close eye on the development of this variety. Please note that only limited quantities will be available from 2013 onwards.



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