



TopFruit

*International Leaders
in Cultivar Management*



TopFruit



Discovering and unlocking potential

TopFruit

TopFruit, a global leader in intellectual property (IP) management and trademark development, proudly commemorates its **four-decade journey** as a pioneering force in the South African and international fruit industry. This momentous milestone marks TopFruit's **commitment to innovation, excellence, building lifelong relationships and reshaping the fruit industry landscape**. Since its establishment in 1983, TopFruit has **revolutionised the fruit industry** with its introduction of new varieties of pome fruit, stone fruit, table grapes, berries, kiwifruit, and nuts.

The remarkable journey of TopFruit began with the visionary minds of the late Dr Jim Button, Roy Jeffery, and Richard Hill. These three fruit industry pioneers recognised the need for improved fruit varieties and took the bold step of creating a private company to bring exceptional international fruit varieties to South Africa. From the outset, TopFruit has been **dedicated to introducing and testing fruit varieties from around the world**. Building upon its earlier successes, TopFruit expanded beyond apples, diversifying into pears, stone fruit, table grapes, and more recently also into berries, kiwifruit, and nuts. By **carefully assessing their adaptability and commercial potential**, TopFruit ensures that **only the finest varieties are released into the industry**.

This **commitment to excellence** has not only added value for breeders but also provided growers with a wide range of options to enhance their revenue and farming practices.



TopFruit[®]

VISION

Be globally recognised as the preferred leader in the management of agricultural intellectual property in plant material.

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Focus

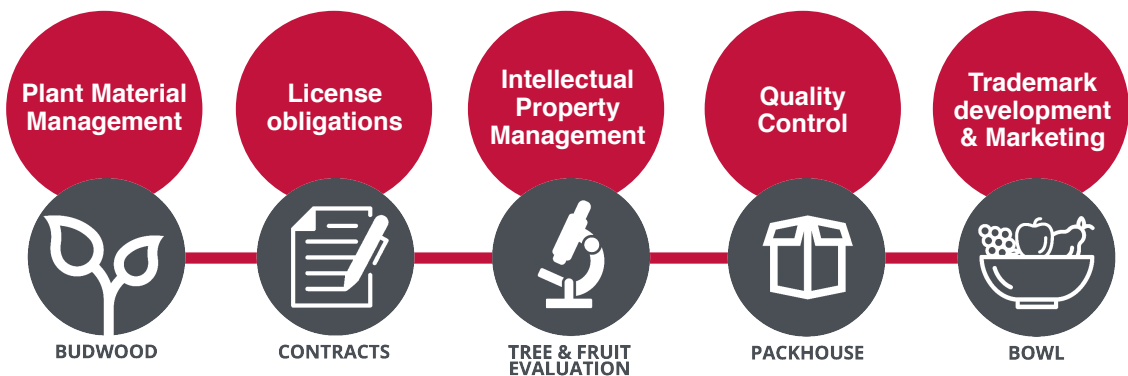
We represent **Pome Fruit, Stone Fruit, Table Grape, Berry, Kiwifruit and Nut** varieties from breeders the world over.

Our team ensures the sustainability of new varieties by only identifying the best genetics and selecting superior plant material that represent the future of farming in Southern Africa.

Our focus is to discover and unlock the potential of these varieties through a well-established intellectual property management program.

SERVICES

Quality is the cornerstone of our business. We work hard to ensure that we monitor quality every step of the way, from bud to bowl.



Plant Material

Our Plant material business unit strives to ensure the most efficient progression of plant material for new varieties from source to test block.

From quarantine to import permits, certification and budwood management, our main priority is to ensure that we provide the best quality plant material to our nurseries.



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Pome Fruit

Our Pome Fruit unit is extremely successful in commercialising varieties and brands, such as the **Pink Lady® apple brand**.

This has equipped us with the knowledge and experience to carefully select and evaluate varieties, and launch targeted programs for successful commercialisation.

Commercialised Pome Fruit varieties and brands under our management:



Apples

Baigent/ Brookfield®	Bingo Gala	Cripps Red/ Joya®	Da Rosa/ Golden Parsi™
Fuji Brak/ Kiku®	Golden Joy	Inored/ Story™	Lady in Red/ Pink Lady®
Louterwater Granny Smith	Mariri Red	M9/Nic®29 (Rootstock)	NY1/ Snap Dragon™
NY2/ Ruby Frost™	Panorama Golden	PremA17/ Smitten™	PremA34/ Cherish™
PremA003	PremA093/ Sassy™	PremA153/ Lemonade™	PremA280/ Sweetie™
RDS/ JOYA®	Rosy Glow/ Pink Lady®	Scifresh/ Jazz™	Scilate/ Envy™
UEB32642/ Opal®	WA2/ Sunrise Magic™	WA38/ Cosmic Crisp®	ANABP 01/ Soluna™
Ruby Matilda/ Pink Lady®			

Pears

BA 29 (Rootstock)	DPP1/ Cape Fire™
Tp 15-41/ Eden Gold™	

*Some of these are not yet on the SA Variety List and may not be offered for sale presently.

Stone Fruit

We represent some of the best stone fruit breeding programs from around the world. It is immensely exciting to evaluate and develop these varieties in the varied climatic conditions of South Africa.

Stone Fruit breeding programs under our management:

AC Fruit Breeding Program managed by Star Fruits
BQ Genetics (Bradford varieties)
Provedo





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GRAPES

Table Grapes

With our extensive technical knowledge, the Table Grape Unit can provide the best possible support, to not only introduce successful varieties in the market, but at the same time, create sustainable businesses for the future.

Table Grape breeding programs under our management:

Grapa Varieties Ltd – ARRA Breeding Program & Early Sweet™
Luca™
Ralli Seedless

White Varieties

ARRA 15	ARRA SWEETIES™
ARRA 30	ARRA SUGAR DROP™
ARRA 33	ARRA HONEY POP™
ARRA 34	ARRA YUM!BO™
ARD 39	ARRA SUNNY POP™
Grapaes	Early Sweet™

Red Varieties

ARRA 13	ARRA PASSION STAR™
ARRA 19	ARRA PASSION GLOW™
ARRA 29	ARRA PASSION FIRE™
ARD 35	ARRA FIRE CRUNCH™
ARD 36	ARRA CHERRY CRUSH™
ARD 42	ARRA FIRE KISS™
ARD 43	
Luca™	
Ralli Seedless	

Black Varieties

ARRA 14	ARRA MYSTIC BLOOM™
ARRA 32	ARRA MYSTIC DREAM™
ARD 41	ARRA MYSTIC CHARM™



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Berries

We are proud to say that the Berry Unit can supply first class berry genetics to Southern African growers. Our offer includes varieties that can be planted in every climate region, from the equator to the coldest regions of the Western Cape.

Berry breeding programs under our management:

IQ Berries (Australia)
New Zealand Plant & Food Research Institute Berry Varieties
University of Georgia Berry Varieties



Kiwifruit

The focus of our kiwifruit unit is to provide growers with the technical skills needed to be successful.

Being a relatively new crop in South Africa, it is of the utmost importance to provide these skills and to assist growers in identifying the most suitable areas to plant our kiwifruit varieties. TopFruit kiwifruit varieties are managed via The Kiwi Connection.

Kiwifruit breeding programs under our management:

Dori™ - University of Udine and Bologna; worldwide Master Licensee: Summerfruit/Dal Pane
Red Sun 1 - TopFruit
Yanoon BioTech





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NUTS

Nuts

Our nut varieties are managed by TopNut. Positioning themselves as global nut intellectual property specialists, the team strives to deliver the best technical expertise and quality plant material in the tree nut industry.

Nut breeding programs under our management:

MCT-1 Macadamia



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MARKETING

Marketing

Our Marketing team's intimate knowledge of both the industry and marketplace allows us to tailor trademark management and marketing campaigns to suit each brand's unique image and strategy.

This approach is evident in the sustained success of the much-loved Pink Lady® apple brand in South Africa and the growing demand in the rest of Africa.

Brands and varieties commercially available in South Africa:

Pink Lady®	ARRA™	Cape Fire™	Early Sweet™
Envy™	JAZZ™	JOYA®	Opal®
Ralli Seedless	Rockit™		



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OPERATIONS

Operations

We pay meticulous attention to the management of administrative obligations, including licencing, propagation and non-propagation agreements, and the collection and payment of royalties to breeders.

We are mindful of the socio-economic and environmental challenges within farming. Therefore, we actively support worthy initiatives in those farming communities where we operate. One such initiative is recognising the importance of honey bees. We are committed to playing a part in the survival of our honey bees that is crucial for our industry by planting bee-friendly trees via Greenpop.





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PARTNER

Partner with us

It's a great privilege to work with the incredible varieties that we have introduced over the years.

As a team, we are passionate about what we do and are committed to growing long-lasting relationships with all our partners. Working together we will unlock the potential of your existing fruit varieties or manage any new discoveries or mutations in Southern Africa. Contact our experienced team.

**TopFruit can assist you by
effectively and efficiently optimising
the success of your business.**





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Contact our team



Rob Meihuizen

Managing Director

robm@topfruit.co.za
+27 83 447 1383



Hein Coetzee

Chief Operating Officer

heinc@topfruit.co.za
+27 82 449 1484



Etienne Duvenage

Financial Director

etienned@topfruit.co.za
+27 72 460 0561



AJ Jansen van Vuuren

Table Grape Manager

aj@topfruit.co.za
+27 84 408 1417



Corné Grundlingh

Pome Fruit Business Unit Manager

corneg@topfruit.co.za
+27 83 652 6337



Peter Allderman

Pome Fruit Manager

petera@topfruit.co.za
+27 83 258 3275



Liza Matthews

Marketing Manager

lizam@topfruit.co.za
+27 73 147 4725



Stuart Amos

Plant Material Manager

stuarta@topfruit.co.za
+27 84 236 3727



Pieter Zietsman

Berry Manager

pieterz@topfruit.co.za
+27 82 341 4909



Melissa Brandt

Financial Manager

melissab@topfruit.co.za
+27 82 587 2060



Bryan Hughes

Commercial Manager

bryanh@topfruit.co.za
+27 83 587 6265

Contact us

TopFruit office: +27 21 874 1033
www.topfruit.co.za



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AFFILIATED COMPANIES

Affiliated Companies

TFI (TopFruit International)

Situated in Guildford in the UK, TFI was established in 2020 in order to manage TopFruit's various global ventures. With a commitment to innovation excellence, streamlining our global ventures will ensure that TopFruit remains competitive on a world scale.



KiwiKo BV

This partnership between TopFruit and kiwifruit industry experts was established in 2020 as we recognised the significant need and potential for new and improved kiwifruit genetics in the global kiwifruit industry. KiwiKo BV is based in the Netherlands and is responsible for the management of protected kiwifruit varieties globally from evaluation through to commercialisation.



The Kiwi Connection

This company was established in 2021 and is a joint venture between TopFruit and The RSA Group (Freshworld). The Kiwi Connection's focus is on establishing a South African kiwifruit industry. By providing new improved varieties coupled with technical advice, and marketing- and sales support, TopFruit, through The Kiwi Connection, aims to position South Africa as a prominent player in the global kiwifruit market in the future.



TopNut

TopFruit and Agristar joined forces and formed the company, TopNut in 2022. Positioning themselves as global nut intellectual property specialists, together the team strives to deliver the best technical expertise and quality plant material in the tree nut industry.



TopStar Alliance Srl

Established in 2022, TopStar Alliance is a joint venture between Star Fruits, situated in France and TopFruit. The first of many global projects to be managed by TopStar is the new deep dark-burgundy coloured apple with the brand name Soluna™ launched onto global markets in 2023.





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