

Variety Innovation Consortium South Tyrol



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Presentation at Fruitways, 22.03.2017



Sortenenerueungskonsortium Südtirol
Consorzio Innovazione Varietale Alto Adige
Variety Innovation Consortium South Tyrol

Content of the presentation

- Presentation of SK South Tyrol
- Variety Testing
- The ideal variety
- Current Projects
- New Projects



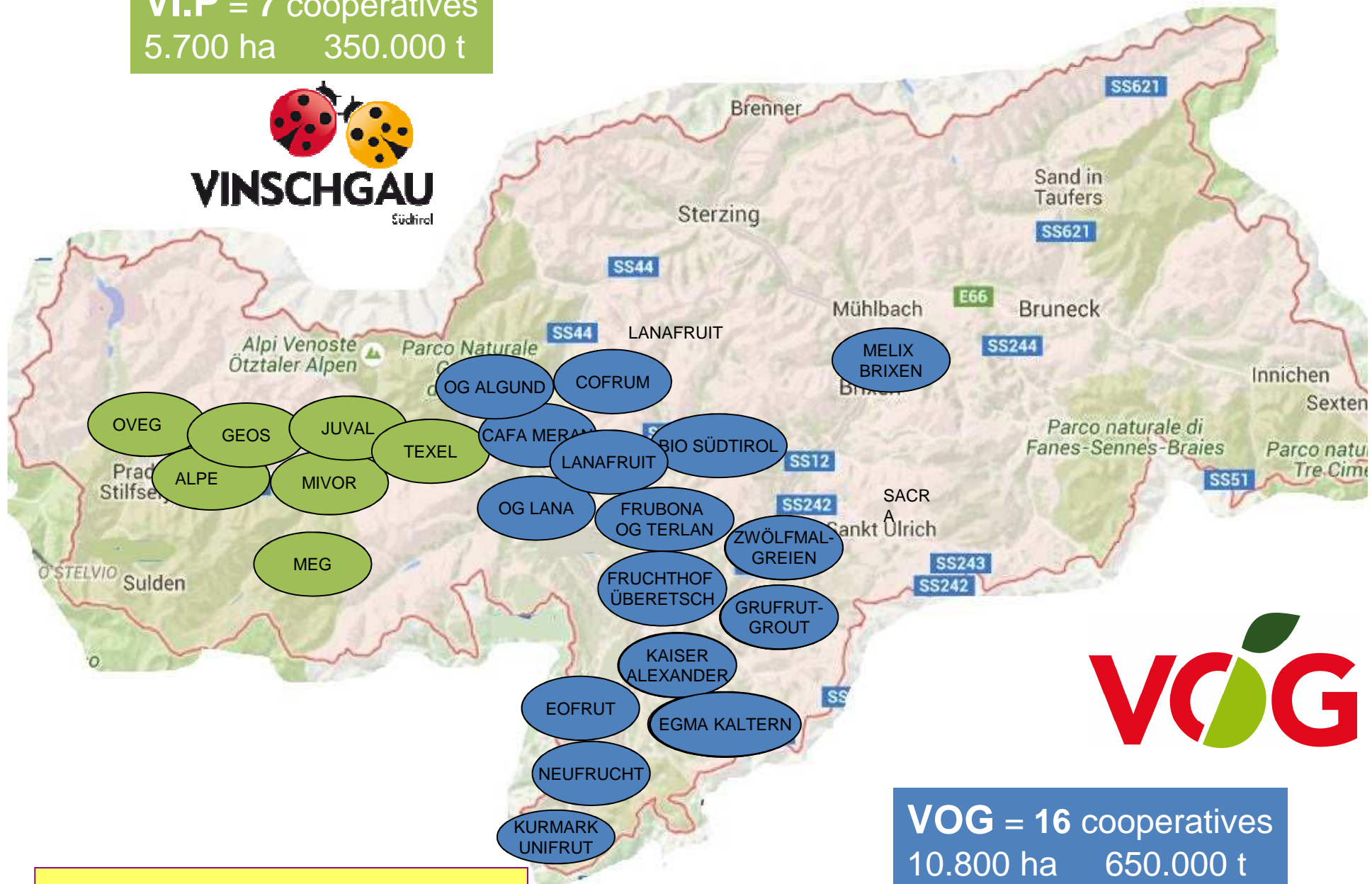


**Research &
Development
Department
regarding varieties
for VOG and VI.P**



Sorteneneruekungskonsortium Südtirol
Consorzio Innovazione Varietale Alto Adige
Variety Innovation Consortium South Tyrol

VI.P = 7 cooperatives
 5.700 ha 350.000 t



COOPERATIVES

VOG = 16 cooperatives
 10.800 ha 650.000 t





VOG

Association of South Tyrolean Fruit Grower Cooperatives



Best apple. Best service.



Sorteneneruekungskonsortium Südtirol
Consorzio Innovazione Varietale Alto Adige
Variety Innovation Consortium South Tyrol

Members of SK South Tyrol



founded in 2002



Sorteneuerungskonsortium Südtirol
Consorzio Innovazione Varietale Alto Adige
Variety Innovation Consortium South Tyrol



The growing area

South Tyrol - on the south face of the Alps



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Structure

NAME

VOG (Association of South Tyrolean Fruit Grower Cooperatives)

LEGAL FORM

Cooperative with limited liability

PRODUCER ASSOCIATION

recognized by EU regulation

16 cooperatives (4,900 farmers)

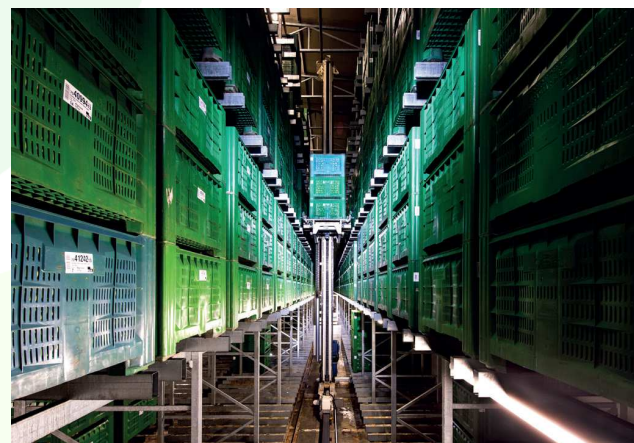
Capacity and Operation

600,000 t fruits annual production

10,800 ha in South Tyrol

200 - 1,000 m.a.s.l.

27 % Golden Del. 20 % Gala 11 % Red Del. 11 % Braeburn 9 % Granny Smith 22 % others



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Marketing

Sales office in Terlan, South Tyrol - Italy

Trading destinations

EU-countries, Eastern Europe, Scandinavia,
UK, Russia, North Africa, Middle East

Managed varieties:

Cripps Pink/Rosy Glow - Pink Lady®,
Nicoter - Kanzi®, Scifresh - Jazz®,
Scilate - Envy®, CIVG198 - Modì®,
Civni/Civnired - Rubens®,
RoHo3615 - Evelina® (only organic)





VAL VENOSTA IN THE CENTRE OF EUROPE



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STRUCTURE

NAME

VI.P (Val Venosta Co-operatives Association)

LEGAL FORM

Cooperative with limited liability

PRODUCER ASSOCIATION

recognized by EU regulation

7 cooperatives (1,720 farmers)

CAPACITY AND OPERATION

360,000 t fruits annual production

5,700 ha in South Tyrol

500 - 1,000 m.a.s.l.

62 % Golden Del. 15 % Red Del. 9 % Gala 5 % Pinova 9 % others



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MARKETING

Sales office in Latsch, South Tyrol – Italy

Trading destinations:

Italy 50 %
North Africa and Middle East 16 %
Scandinavia 9 %
Germany 8 %
Others 26 %

Managed varieties: Nicoter - Kanzi®,
Scilate - Envy®, Ambrosia



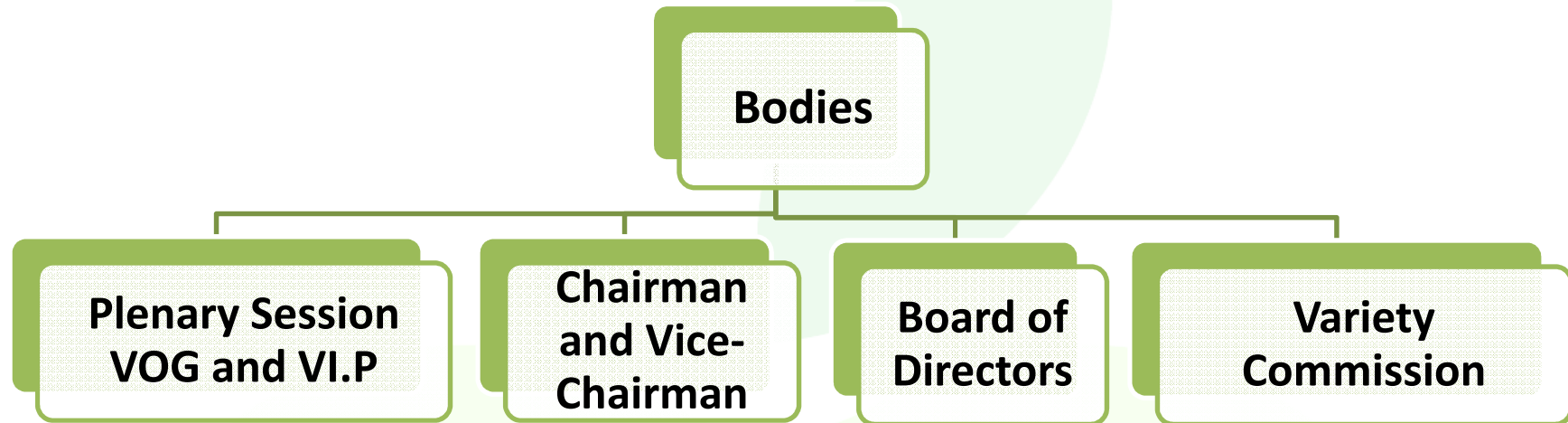
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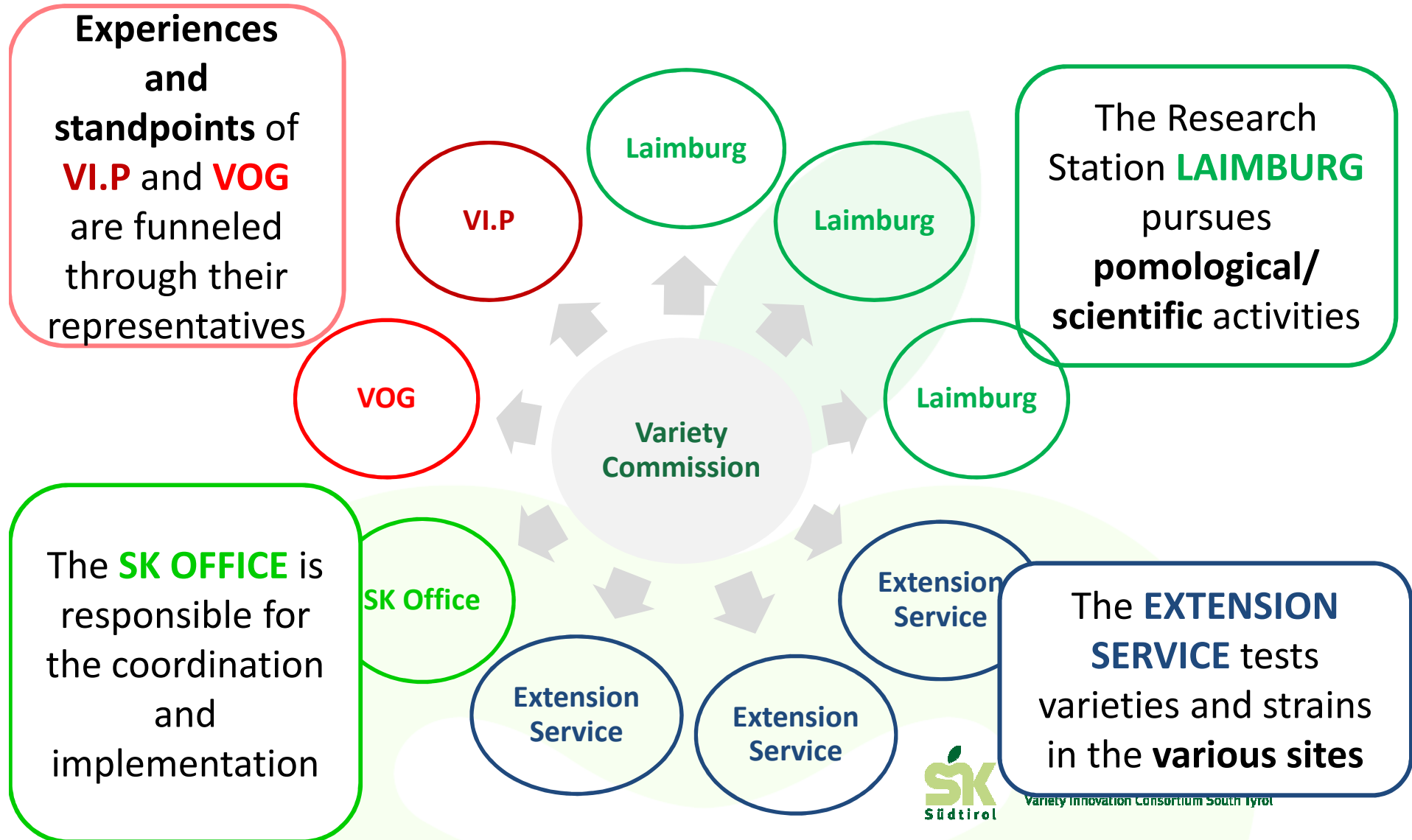
Goal of SK South Tyrol

**Long-term support of
commercial success and
therewith the existence
of the members**

SK South Tyrol



The variety commission



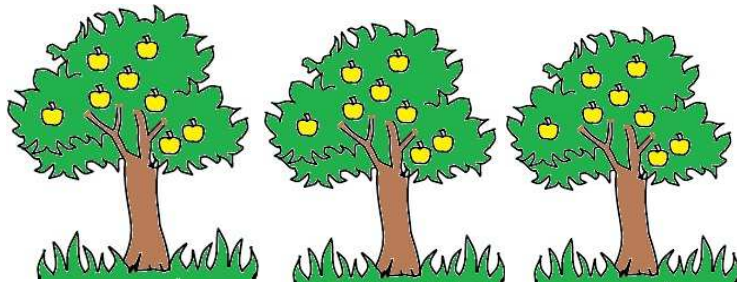
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- **Variety Testing**
- The ideal variety
- Current Projects
- New Projects



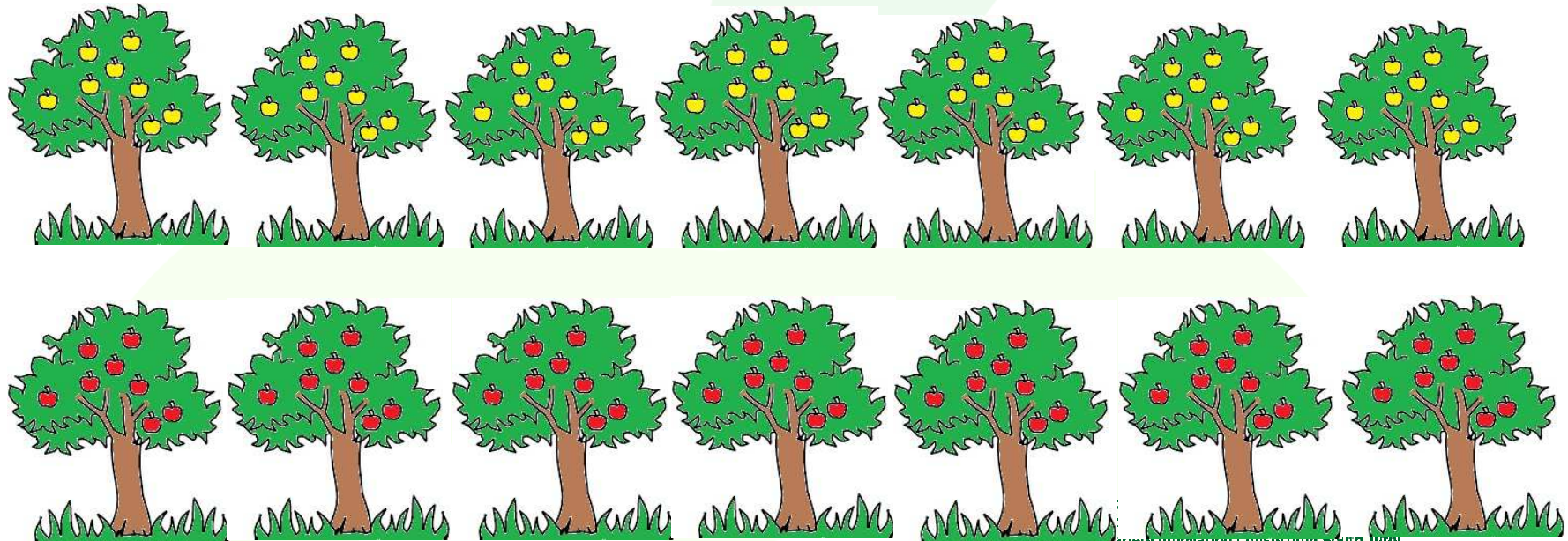
Variety Testing in South Tyrol

- **Level 1 – Pomological Testing** conducted by Laimburg Pfatten 220 m and Latsch 700 m with 5–10 Trees each
(Duration: 4-6 years)



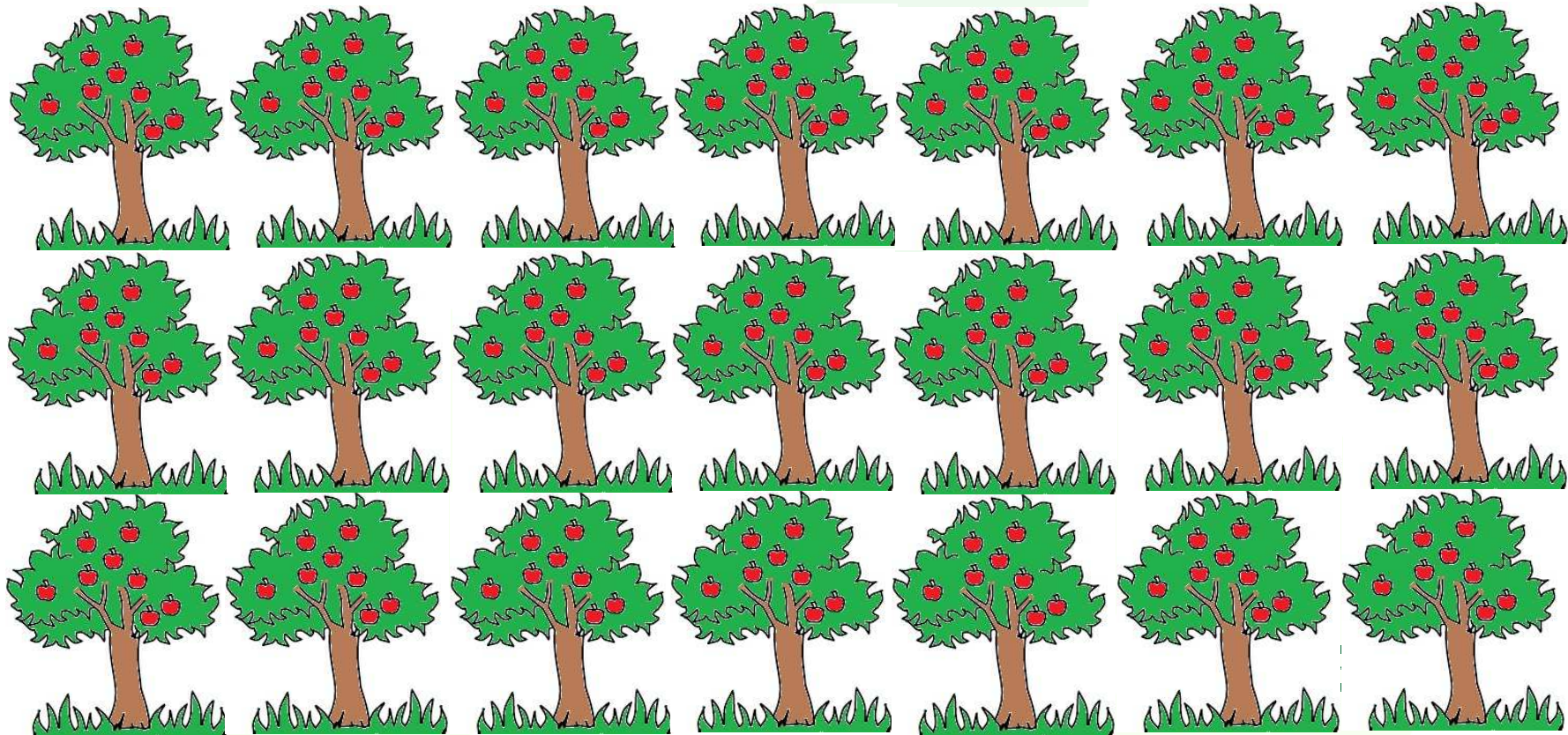
Variety Testing in South Tyrol

- **Level 2** – Performance Test for production, storage and marketing conducted by Laimburg, Beratungsring, SK, VOG, VI.P **Sigmundskron 250 m, Tschars 550 m, Natzü 850 m** with 50-100 Trees each (*Duration: 4-6 years*)



Variety Testing in South Tyrol

- **Level 3 – Pre-commercial level** conducted by VOG, VI.P, SK, Laimburg, Beratungsring, 1.000 -5.000 trees in different locations



Variety Testing „Standard“

Level 1	
Sensory Testing	4-6 years
Input Marketing	
Level 2	4-6 years
Level 3 / Pre-commercial phase	2-4 years
	10-16 years

Variety Testing „Fast Track“

Level 1	Level 1 + 2 at once: 4-6 years
Sensory Testing	
Input Marketing	
Level 2	
Level 3 / Pre-commercial phase	2-4 years
	6-10 years

Introduction or refusal of a new variety

1) Acquisition / Breeding

2) *Variety Testing*

- Level 1
- Level 2
- Level 3

3) Evaluation of the results and statement of the managing board

4) Introduction of the new variety and pronouncement of general recommendation

or

The new variety is refused as not qualified for cultivation or marketing



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INTERNATIONAL POME FRUIT ALLIANCE

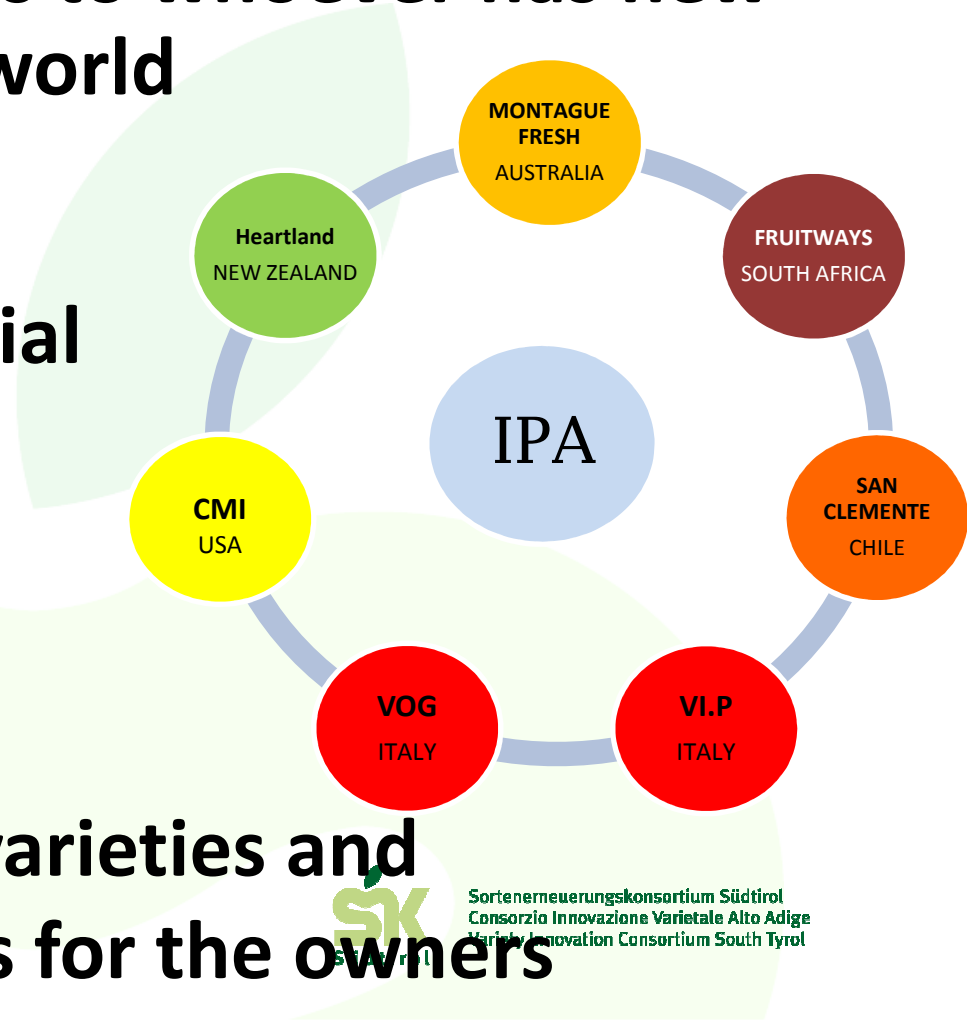


ca. 35.000 ha and 1,8 Mio t first quality apples and pears



Goals of IPA

- To present a worldwide platform of producers, packers and marketers to whoever has new varieties around the world
- Evaluate the varieties globally, from commercial growers perspectives
- Provide feedback to the variety owners
- Commercialize their varieties and develop royalty streams for the owners



NovaMela



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The ideal Variety

A) For the Producer

- Easy colouring
- Consistent fruit size
- Continual high yields
- Easy thinning
- High specific weight
- Favourable point of maturation
- Few pickings
- High pack out
- Resistance to scabs and other resistances
- High price

The ideal Variety

B) For the sale

- Distinguished appearance
- Excellent taste
- Unproblematic storage
- Long storage stability
- Long shelf life
- Unproblematic handling
- No bruises
- High firmness
- High colour portion

The ideal Variety

C) For the consumer

- Attractive (recognisable) appearance
 - Shape
 - Size
 - Colour
 - Quality of the shelf
- Distinguished taste
- Excellent firmness, crunchiness, juiciness
- Very good shelf life
- Low price

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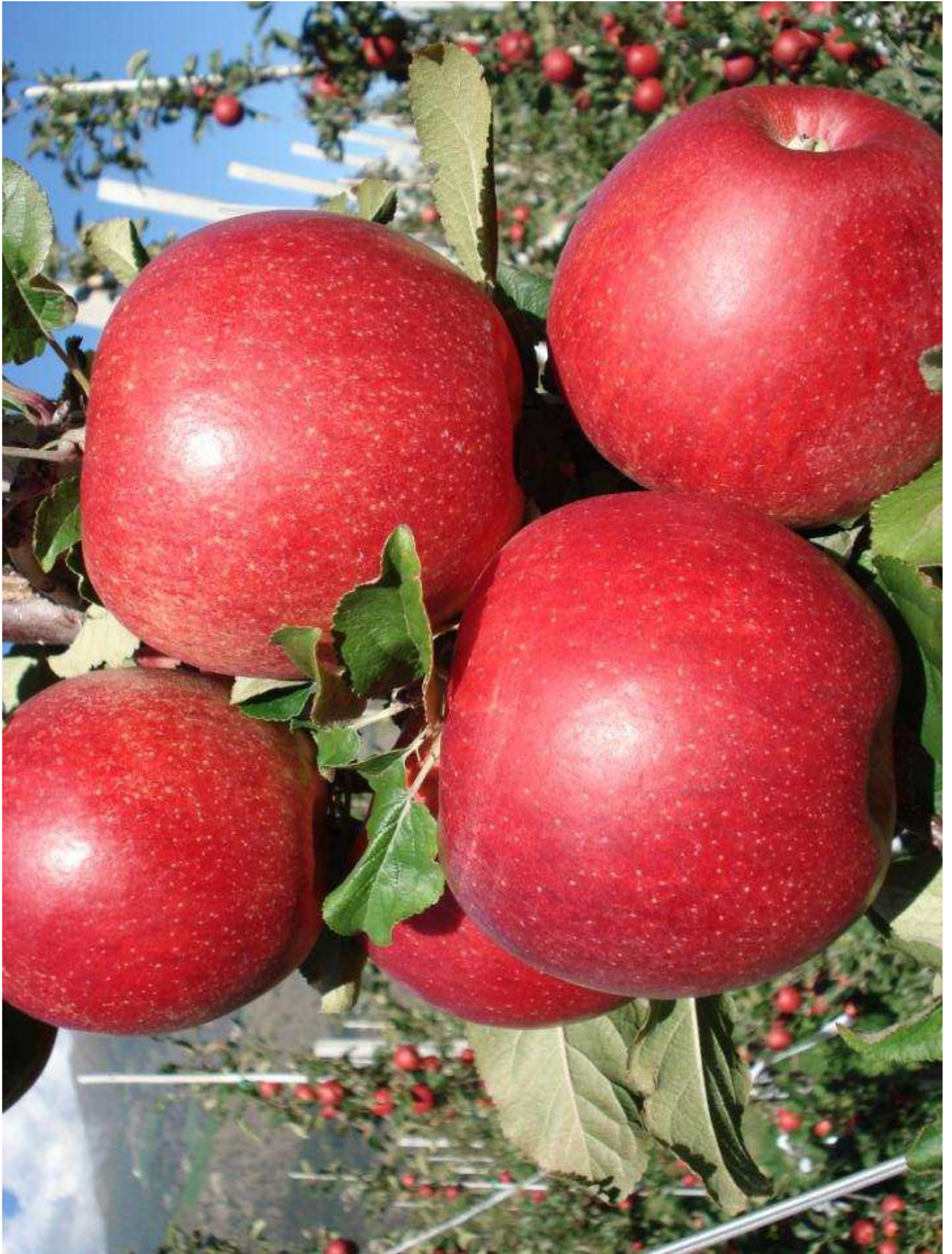


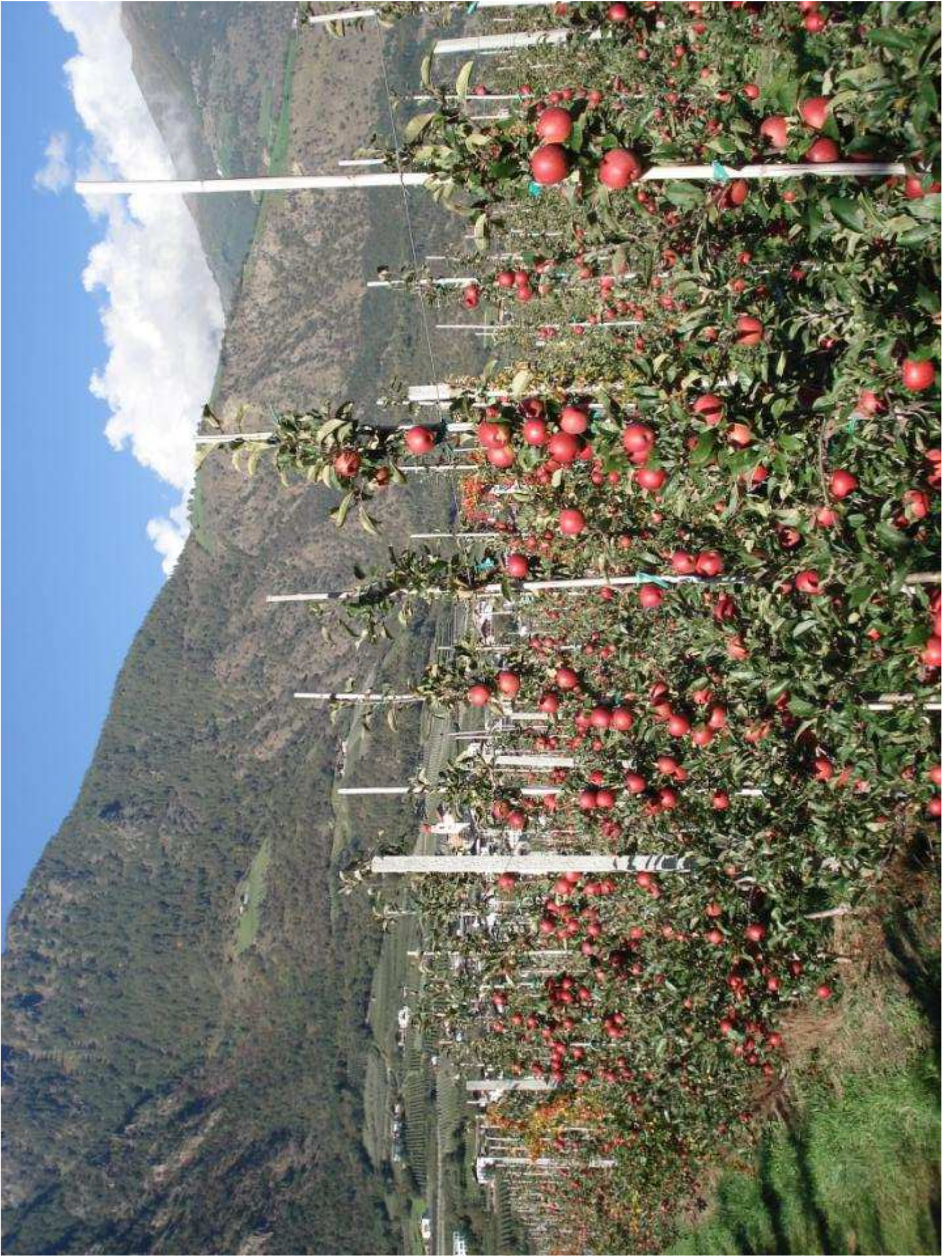
Scilate - ENVY®

Braeburn x Gala from New Zealand



- Mature around Fuji
- Medium to large sized
- Luminous red with visible stripes
- Inconsistent colouring
- Sweet, firm, crunchy, aromatic (pear aroma)
- Good shelf life
- Continual high yields
- Mildew-prone





Ambrosia - AMBROSIA®

Chance seedling from Canada



- Matures 1 week after Golden
- Bright red covering colour on yellow background
- Attractive appearance
- Clearly sweet variety (honey-sweet)
- Crunchy, fine Texture



Shinano Gold - YELLO®

Golden Delicious x Senshu from Japan



- Ca. 14 days after Golden mature
- Smooth-skinned
- Difficult uniform yellow colouring
- Very good taste
- Sweet, juicy, crunchy, fine cell structure
- Good storage ability and good shelf life
- High specific weight
(Braeburn – Kanzi® – Jazz®)
- Prone to Alternaria
- Difficult thinning
- Pack-Out and Productivity?
- Prone to alternation?









Jell-O®
THE COLOR OF TASTE
WWW.JELLO-APPLE.COM

Jell-O®
THE COLOR OF TASTE
WWW.JELLO-APPLE.COM

Jell-O®
THE COLOR OF TASTE
WWW.JELLO-APPLE.COM

Jell-O®
THE COLOR OF TASTE
WWW.JELLO-APPLE.COM

presented by
Marlene®

presented by
Marlene®

presented by
Marlene®

presented by
Marlene®

Jell-O®
THE COLOR OF TASTE
WWW.JELLO-APPLE.COM

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Bonita

Topaz x Cripps Pink from Czech Republic



- Harvest ca. one week after Golden
- Resistant to scab
- Covering colour luminous red on cream-coloured background
- Several harvesting trips necessary
- Medium-sized, uniform fruit size and form
- Smooth skin
- Good, sweet-sour taste
- Aromatic
- Medium firmness
- Consumer acceptance?







SQ159 - NATYRA®

Elise x scab resistant variety from the Netherlands



- Matures around Braeburn
- Scab-resistant
- Good colouring
- Inhomogeneous fruit size and form
- Tasteful, aromatic apple
- Good durability
- Good shelf life
- Very weak growth of the tree
- Physiologic failures
- Russeting
- Changing of fruiting?





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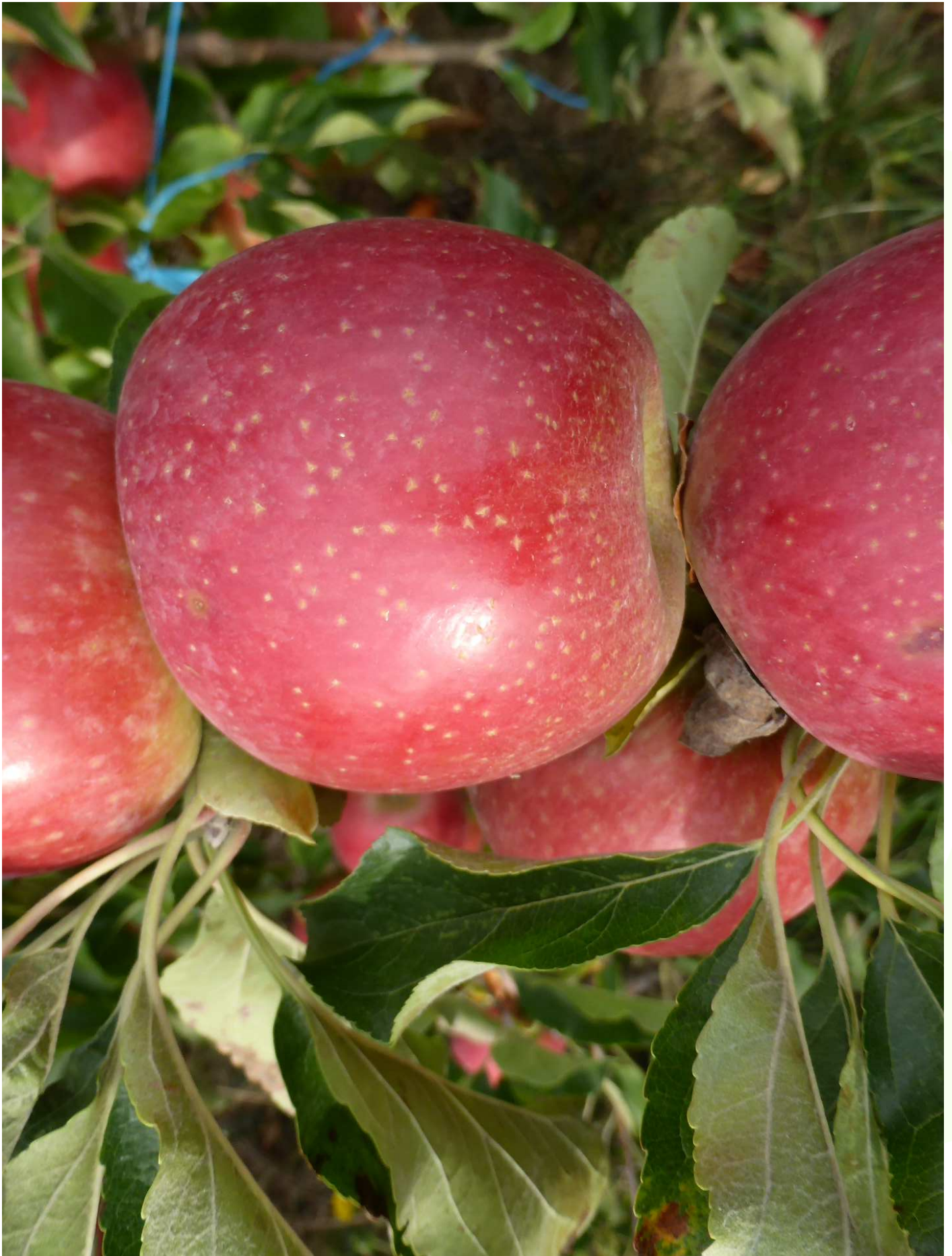


Cripps Red - JOYA®

Lady Williams x Golden Del. from Australia



- Maturation 7-10 days after Cripps Pink
- Medium-sized apple
- Wine red, slightly striped covering colour on green-creamy base colour
- Good colouring
- Smooth-skinned
- firm, crunchy, sweet-sour
- Steady high yields
- Very good storage suitability



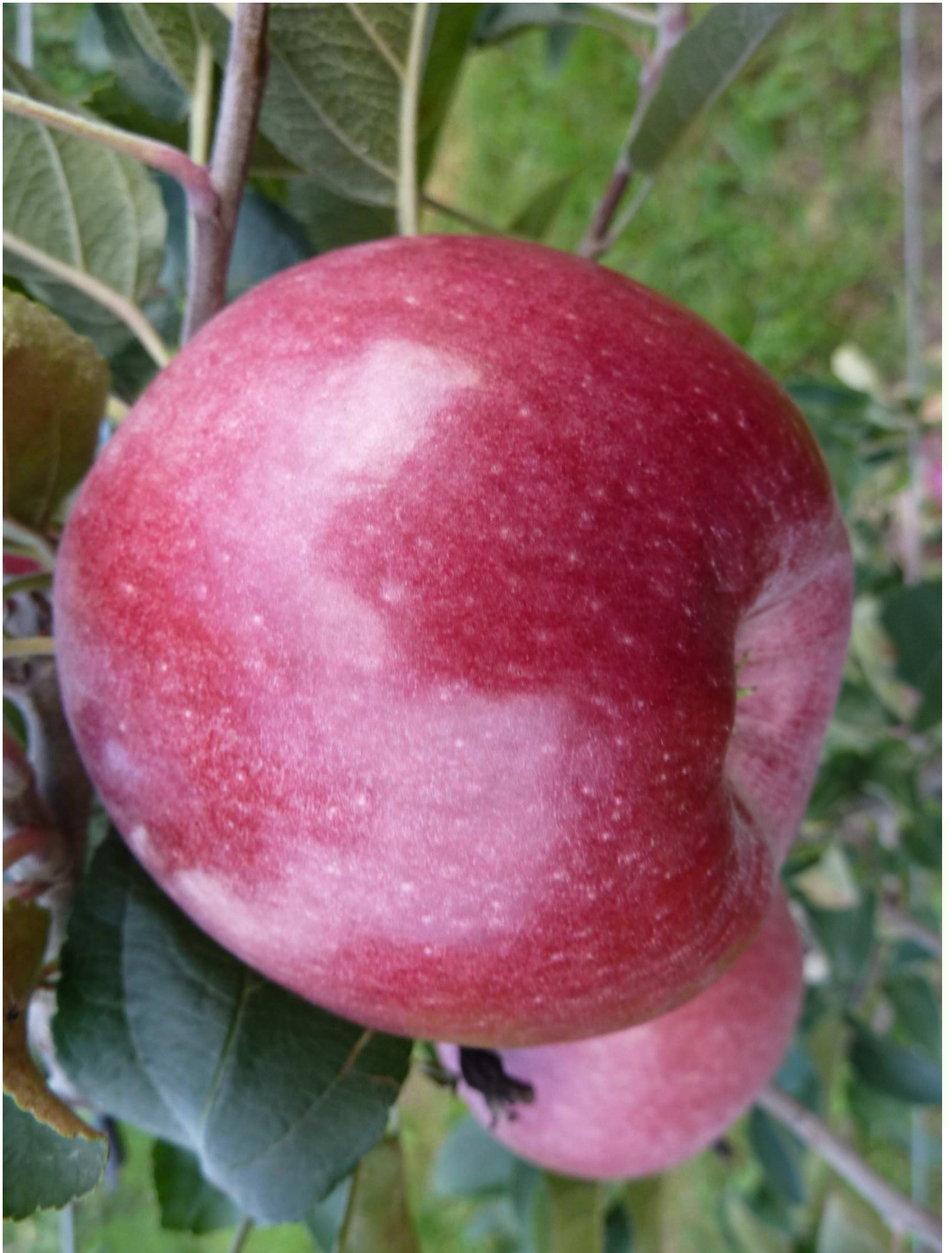


MC 38 – CRIMSON SNOW®

Chance seedling from Australia



- Mature around Cripps Pink
- Large sized apple
- Crimson, slightly striped cover colour on green-yellow background
- White pulp
- Medium sweet
- Juicy, crunchy





Minneiska - SWEETANGO®

Honeycrisp x Minnewashta from USA



- Matures 7-10 days before Gala
- Attractive red colouration
- Good fruit size in all locations
- Sometimes irregular form
- Slightly firmer and sweeter than Gala
- Slightly higher sour-level than Gala
- Excellent crunchiness and good taste
- Storability slightly below Gala
- Sensitive for bruises, stem punctures and attractive to birds
- Russeting

Minneiska SWEETANGO®

in Washington State/USA





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There is plenty to do – Let's do it!

