

Scanning report [Markus Bradlwarter, SK]

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Country: Italy
NUTS 3 region(s)¹: [ITH10 Bolzano-Bozen]
WP no. and title: 2 Varieties
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Source materials and methodology

- Guerra W. (2011). La diffusione delle nuove mele: dai marchi esclusivi ai contratti di club. Frutticoltura - n. 12 - 2011, 2-6
- Guerra W. (2012). Das Projekt Resistente Sorten Südtirol. Öko-Obstbau 1/2012
- Bradlwarter M. (2012). Start mit Scilate Envy®. Apfel Aktuell Nr. 2, S. 14-16
- Frank G. (2012). Aktuelles zur Sortenbegehung 2012. VI.P Blick Nr.2, S. 6-7
- Koessler G. (2012). Betriebswirtschaftliche Standortbestimmung im Apfelanbau und Organisation der Vermarktung in den wichtigsten europäischen Anbaugebieten. Interpoma Kongress 2012
- Platzgummer V. (2015). Sortenfavoriten für alle Lagen. VI.P Blick Nr. 1, S.15-16
- Dalpiaz A. (2015). The Italien Apple System. Prognosfruit Merano 2015. www.prognosfruit.eu
- Platzgummer V. (2015). Zwei neue schorfresistente Sorten für den Bioanbau. Apfel Aktuell Nr.4, S. 34
- Guerra W. (2015). Sortentrends im europäischen Apfelanbau/Varietal trends in European apple production/Rassentrends in Europese appelteelt. EFM 12: 24-28
- Sansavini S., Guerra W. (2015). Si allarga la filiera distributiva delle varietà brevettate: più vincoli per produttori e vivaisti. Frutticoltura 12
- Ladurner M./Bradlwarter M. (2016). Sorteninnovation als Schlüssel für den Erfolg. Obstbau Weinbau Nr. 2, S. 5-8

[Please detail your source materials for the scanning and how you have approached it. Approx. 1500-2500 characters incl. spaces.]

Best practice findings

In South Tyrol more than 1 Mio tons (around 10 % of EU28, 50 % of Italy) of apples are produced every year, 50,000 t of it coming from organic production (more than 30 % of EU28). More than 90 % of this production is stored and commercialized by 23 cooperatives, being organized in two unions of cooperatives VOG and VI.P with one selling point each. The apples are sold to over 40 countries in the world. Most of the 7,000 apple growers with small scaled family owned farms (average size 2.7 ha) are members of the semiprivate Extension Service Suedtiroler Beratungsring fuer Obst- und Weinbau. The main institution doing independent applied research on fruit growing in South Tyrol is the Research Center Laimburg.

¹ Please see ec.europa.eu/eurostat/ramon/nomenclatures/ for details on NUTS regions, level 3

Every year around 4 % of the 18,500 ha of apples (700 ha) are renewed with new orchards. The most important question for the grower is which mutant of polyclonal cultivars or which new hybrid to plant. With the aim to answer this question in a systematic, knowledge based and market driven way in 2002 the Variety Innovation Consortium SK Suedtirool was funded by VOG and VI.P. It is exclusively funded by these two unions of cooperatives, who have their representatives in the board, which is the body who takes all the final decisions regarding the introduction of new cultivars and mutants. To support and help these decisions, the so called variety commission was funded. It includes representatives of the Extension Service, the Research Center and the marketing organizations VOG and VI.P. The job of the variety commission is to collect independent information and facts on the agronomic performance and the market potential of new varieties of interest, both from abroad but also and mainly through in local evaluation. The evaluation in South Tyrol is a follow up of level 1 testing being carried out exclusively at Laimburg Research Center (see the scanning report of RCL). In level 2 and 3 (pre commercial) a subset of the cultivars tested in level 1 and proposed by RCL and/or the variety owner itself is planted at 3 to 6 microclimatic sites, with at least 50 trees per hybrid and site. The increased number of trees (compared to level 1) allows to be able to start with systematic pruning, thinning, postharvest and marketing trials. This stage is being carried out in collaboration with RCL, the Extension Service, the Quality and Marketing Departments of the cooperatives. At present around 30 new hybrids are in the evaluation level 2-3.

The following challenges and gaps in level 2 and 3 testing could be identified:

- It is impossible to test the 30 hybrids in all different microclimates in South Tyrol. The challenge is to choose 3 to 6 representative test sites to get a comprehensive overview.
- Due to the circumstances that new hybrids are sometimes pretty unknown for the nursery, it is difficult to get satisfying plant material. Therefore it takes more time to get the required knowledge.
- Due to the fact, that we get the plant material from different nurseries and on different rootstocks with different canopy, it is difficult to compare the varieties among themselves.
- The pressure from the farmers is currently very high in getting the appropriate mutant or hybrid to plant. Therefore it is our challenge to create the variety dossier in time.
- Another pressure often will come from the variety breeder/owner/manager, who forces us to take the decision on entering in a license agreement before the testing is completed.
- Last but not least we are looking for a hybrid, which suits for the grower, the marketer as well for the consumer, which is nearly impossible.

[Please summarise the finding of your scanning in terms of best practice for your particular regional and thematic context. Approx. 2000-5000 characters incl. spaces.]