



September 2018 Update from WA Farm Direct

Strong demand across the country during the past 6 weeks has seen steady volumes of Bravo™ Apples in a variety of retail outlets, giving many new customers the chance to taste their first Bravo™ branded apple. Combined with continued strength in export volumes, we are both happy and sad to say the Bravo™ Apple season is very quickly coming to an end, with just some of the smaller sized fruit to finish up on.

We have been thrilled with the quality of some of the Controlled Atmosphere fruit we had the pleasure of managing from South West WA with growers achieving pack-outs of 75% and higher. We really encourage all ANABP01 Growers to actively participate in all of the workshops and updates from Fruit West Co-operative, Department of Primary Industries and Regional Development and FWCL consultant Marcel Veens. Sharing information and observations made by all concerned has made a big impact on the fruit quality we have seen this season. The ANABP 01 good practice manual, currently being prepared by the Fruit West Co-operative, is getting closer to publication and this will be a great tool for all of us now and into the future.

We are also very happy to report that we (WAFD) have been given permission to conduct a small trial of the sale ANABP 01 composite fruit, which will improve the final commercial result for growers.

The second round of bin payments made by WA Farm Direct will be completed this month and we hope to have all sales finalised by the end of October with final payments for the season completed well before the Jan 2019 commitment.



Photo below, left to right: Paul Good, Newton Brothers Orchards, APAL Director, Mario Casotti, Karragullen Cool Stores and FWCL Director, John Mercer, WA Farm Direct, Jenny Mercer, WA Farm Direct, Mark Wilkinson, Sunpick Orchards and FWCL Director Nardia Stacy, Executive Officer, FWCL Steele Jacob DPIRD

Asia Fruit Logistica, Hong Kong 2018

A big thanks to the AFL Bravo™ Apple team on ground and to the team at home who provided the preparation for this event. It's one of the true joys of Bravo™ that we have such a great group of people working together, utterly committed to the success of the ANABP 01 program. Interest in Bravo™ Apples continues to grow and we spent a solid three days fielding enquiries from all over the globe. This information will be compiled and used for planning in Season 2019.



Photo Don Hancey cooking up a Bravo™ Apple storm and sampling fresh Bravo™ Apple to lucky Fremantle shoppers!

Also this month Colin Griffin showcased Bravo™ branded apple attributes to WA's finest apprentices and trainees in the hospitality trade at the HGT Youth Skills Showcase Dinner. This was a great opportunity to introduce the next generation of Chefs and Hospitality workers to all the wonderful qualities of Bravo™ apples. The Bravo™ apple brand continues to develop quickly, with not only a fantastic tasting apple but a story behind it of courage and perseverance - which people love to hear about.

As always, we welcome any feedback, suggestions, ideas and thoughts on this and next season. Please always feel free to get in touch with us - contact details below...

Colin Griffin

Jenny Mercer
Managing Director
Mobile 0409 880 569
Jenny.mercer@wafarmdirect.com.au

Colin Griffin
National Bravo™ Apple Development Manager
Mobile 0499 146 646
colin.griffin@wafarmdirect.com.au

Website: www.bravoapples.com.au

Website: www.fruitwest.com.au

Fruit West Co-operative Ltd: Nardia Stacy, Executive Officer, (08) 9368 3869

Bold. Daring. Different.