



## Bravo™ Apple Update

Just under 60% of the ANABP01 crop for 2019 have been packed and as we enter the final stages of the program sales are performing well, despite what has been for many a difficult production season.

The break-up of sales for the year to date can be seen below and we expect final sales to be completed by the end of November.



Significant in-store tasting programs have been conducted around Australia and internationally and consumer feed-back on the taste of Bravo™ continues to be excellent.

Many parents also like the non-browning properties of Bravo™ and particularly like the fact that it means Bravo™ Apples can be sliced up for school lunch boxes without going “brown and mushy”. It is a well-researched fact that children consume more fruit when it is cut up but only if it still looks appealing, so Bravo™ Apples are definitely a parent pleaser!



On shelf presentation in Dubai



In-store Tastings in Singapore



In-store tastings in Sylvania, NSW



In-store tastings in Wanneroo, WA

## Goodbye Colin and hello new person!



Colin Griffin (pictured left) has retired and we wish him well with his newfound time! It is a hectic job covering most of the apple production regions around Australia and co-ordinating storage, packing and distribution across the country and we thank him for his incredible efforts during this period.

We are well into the recruitment process for the new National Development Manager for Bravo™ Apples and will have an announcement for you in the coming weeks.

In the mean time please feel free to contact any of the following people for assistance:

Bradley Mercer  
0419 492 677

Anthony Caccetta  
0438 844 456

Jenny Mercer  
0409 880 569

Adrian van Dongen (Finance)  
0419 961 710

## Quality

Quality remains an area that requires constant management and a critical eye. It has been a difficult production season across the country which is compounded by much of our production occurring on young trees. Nevertheless, we are positioning Bravo™ Apples as a premium product and we need to continue to deliver on our promise, which will ensure the premiums we currently enjoy will continue to be sustainable.

It has been really pleasing to see that Bravo™ Apple packouts from mature 5 year old orchards have been in the 70% to 85% range, which has been a great reward for the early investors in this variety and a great relief to the packsheds which are able to achieve commercial rates of packing when these levels of premium packouts are achieved.

## Growers hurting Growers

It was incredibly disappointing to come across this (picture below) in a Victorian Independent Retailer this season.

Growers who breach their license agreements run the risk of having their entire crops pulled out at their cost.

The licenses are very clear and any breaches severely impact all of the Growers in the program.



If a Grower goes outside of the license requirements, not only do they expose themselves to significant financial loss, but they damage the whole Bravo™ program and all the Growers in it. The risk to the program of uncontrolled and lower value sales is reduced returns to every single Bravo™ Grower across the country.

It also damages all of the retailers who have been going out of their way to support Bravo™ as we introduce this delightful new apple across the country. It is a selfish act which will damage the community we are all a part of.

Due to our exclusive marketing arrangements, we are asking all growers to report any suspected illegal selling of ANABP 01 fruit directly to WA Farm Direct with a cc to [admin@fruitwest.com.au](mailto:admin@fruitwest.com.au) .

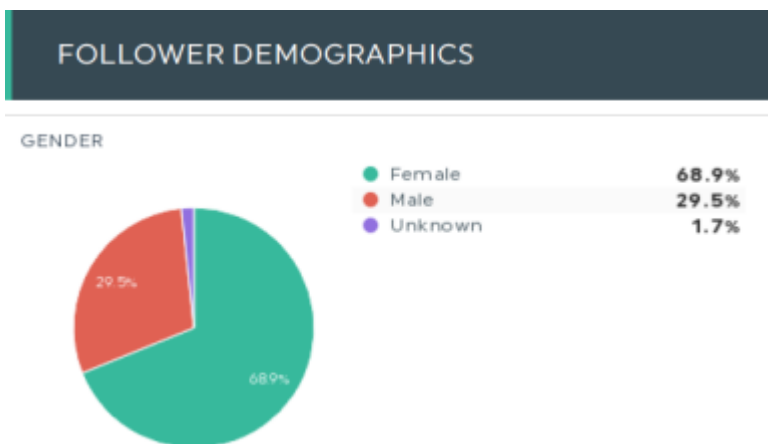
## Social Media

On a much happier note, this facebook and Instagram post was the most popular hit this month, with this mouth-watering creation from Chef Russell Blaikie of Must Wine Bar, just sheer brilliance!



*“This has been called the “dish of the night” by guests at Must Winebar in Perth! 18 month old Dellendale Peaceful Bay Gruyere with Bravo™ Apple jelly made with the apple skins.”*

The chart below shows the gender break-up of our social media followers. It is not too surprising to see that the overwhelming number of Bravo™ Apple followers on social media are ladies. Gents and unknown, you are missing out on some great stuff!



Consumers and Retailers really enjoy seeing posts from the Growers and their Orchards, so please feel free to upload away!

If you've got a great photo you'd like to share but not sure how to upload, please send it to [bravo@wafarmdirect.com.au](mailto:bravo@wafarmdirect.com.au) with your caption and we'll put it up for you.

As always, please feel free to contact any of the Bravo™ Apple team from WA Farm Direct by phone at the office,  
or send us an email at any time.

**WA Farm Direct Office (08) 9350 4600**

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