



Registered under the Co-operatives Act 2009 (WA)
(ABN 39 887 087 620)

MEDIA RELEASE

National Marketer for Bravo™ apples

Fruit West Co-operative Ltd - holder of the exclusive licence to commercialise the highly appealing new burgundy coloured Bravo™ apple Australia-wide - announced today that WA Farm Direct Pty Ltd had been appointed to manage all marketing and distribution of Bravo™ apples in Australia for 2017.

Commenting on the appointment, Fruit West chairman Dr Ben Darbyshire said “There was strong interest from across Australia in working with Fruit West to market 2017 grown Bravo™ apples, following the apple’s dramatic and successful debut on the fresh food scene in 2016. Bravo™ apples sold out quickly in 2016 and the apple’s flavour and eating characteristics has renewed consumer interest in apples to the point that we see the Bravo™ apple poised to challenge fresh berries and avocados for market share. Our approach to the Bravo™ apple brand is to be daring and different when it comes to satisfying consumer expectations for quality fresh foods and we are pleased to have working for all growers who have planted ANABP 01 variety apple trees a marketing team that shares our passion and enthusiasm in the Bravo™ apple brand.”

The ANABP 01 variety was developed by the Australian National Apple Breeding Program at the Department of Agriculture and Food, Western Australia with support from Horticulture Innovation Australia. Rights in the variety and the Bravo™ brand are owned by the Western Australian Agriculture Authority and licensed to Fruit West Co-operative Ltd.

“It has been fantastic to see Bravo™ apples make such difference to the apple industry in Western Australia and elsewhere in Australia,” said department Irrigated Agriculture Executive Director John Ruprecht. “The local economy will benefit from the many years of research and development the department has carried out in conjunction with the State’s apple industry”, concluded Mr Ruprecht.

(end)

Follow-up media enquiries can be directed to: Ben Darbyshire on 0427 316 223

For more information about Fruit West Co-operative Ltd, the ANABP 01 apple variety or Bravo™ apples, go to www.fruitwest.com.au

Authorised by Ben Darbyshire, Chairman, Fruit West Co-operative Ltd and issued on 30th October 2016.