



NEWSLETTER - July 2017

Updating our growers and stakeholders with recent activities

Fruit West Co-operative Ltd (FWCL), the licensee to commercialise the ANABP 01 variety and the Bravo™ branded apple, an apple Like No Other™, is very pleased to report that Bravo™ has been dubbed the apple to try in 2017 across the country in the 2nd season of Bravo™ apples in the retail market.

FWCL continues its pledge to provide a daring and different approach to drive the Australian apple industry by providing a high-quality product to consumers, securing fair returns for growers and building the integrity of the supply chain to attract repeat buyers of this quality product at a commensurate price point.

Recent Events



Chefs preparing the grazing plate starter, Bravo™ apple cake, Chef Sophie Zalokar -Photos courtesy Craig Kinder

9 May 2017 - Long table dinner - retail launch

Industry heavy weights gathered on May 9 for the 2017 launch of Bravo™, the apple that is truly Like No Other™. Top Perth chefs, retailers, media and social commentators joined WA Agriculture and Food Minister Alannah MacTiernan and horticulture industry leaders for the launch of the 2017 Bravo™ apple season at the Perth City Farm. The event was sponsored by appointed marketers, WA Farm Direct.

Guests were served a menu created by renowned chef and local food champion Sophie Zalokar, with Bravo™ apples featured in every course. Sophie drew attention to Bravo™ apple's sweetness and fresh aroma that she likens to the earthy smell of rain on dry earth. The apple also has hints of woody, Christmas spice and red wine flavours.

"Bravo™ is so striking in its appearance and the good news is that it excels in the flavour department as well," said Sophie.

The purpose of the launch was to educate retailers and apple eaters about the special qualities of Bravo™, from its visual appeal to its refreshing flavour, so that they can help spread the word. Attendees at the dinner were proud to be charged as champions of the Bravo™ apple. It continues to be the aim of FWCL to assemble such an army which celebrates and promotes a committed approach to maintaining excellence and continuity of the brand.

There are plans to launch the Bravo™ branded apple in a similar way on the East Coast prior to Season 3 next year to assist national recognition for future seasons.

15 May 2017 Team Bravo™ attended Hort Connections Introducing the Bravo™ Apple

Team Bravo™ were present at the recent Hort Connections 2017, 15 - 17 in Adelaide, to promote the Bravo™ apple. The trademarked Bravo™ apple was very well received especially during the trade show - it was the ideal platform to build the national market/brand awareness. Thanks to Visy for championing the Bravo™ apple at this event.

15 June 2017 ANABP 01/Bravo™ Apple Fruit Spec Workshop Blue Moon Pack Shed Kirup

Over 25 WA ANABP 01 grower champions and 1 representative Victorian grower champion had the opportunity to discuss the Bravo™ apple specifications and learnings about growing the ANABP 01 variety at this event. Participants were able to inspect fruit samples in and out of specification in real time, witnessing the actual packing of local ANABP 01 fruit into Bravo™ branded apples.

The main topics of discussion were looking at the colour, maturity and size specs along with identifying and recognising defects, sometimes hidden by the dark colour of the skin. A process Jenny Mercer of WA Farm Direct (licenced marketer) says that is crucial to the 1st grade fruit packout and the secret to the successful marketing and brand recognition of the Bravo™ branded apple - Like No Other™.

Tree growing and picking techniques to maximise crop load and colour were also discussed including, thinning, select picking and harvest dates to maximise the colour and brix development. Applications of sunburn protectant treatments and the issues around that practise and the effect of netting were also examined.

This was a wonderful opportunity for growers to share experiences about the variety and its characteristics. It was also a chance to hear the progress of the Bravo™ brand with updates on promotions and marketing activities. The take home message - there is real value for all stakeholders to champion and work together, sharing information and being true to the brand values at all times. To continue relationship building, more workshops will be scheduled later in the year across the country so that the Fruit

West Co-operative Ltd and WA Farm Direct can continue to assist ANABP O1 growers and stakeholders.



23 June 2017 Bravo™ at the Manjimup Truffle Kerfuffle

Well done to our local WA Grower champions, Nic and Paul Giblett (Newton Orchards), Ann Lyster (Lyster Orchards) and Terry Martella (Santa Rita Orchards, Donnybrook) who worked tirelessly at this recent food festival to promote the Bravo™ branded apple. Heralded as a world class food event, the Bravo™ apple provided much inspiration to event chefs who showcased Bravo™ with beautifully presented recipes and demonstration opportunities throughout the festival. Lucky spectators were able to sample stunning Bravo™ apples in their natural state freshly sourced from this key producing region in the Southern Forest area of WA.

Upcoming event Oct/November 2017 - Season Wrap Up

Fruit West Co-operative Ltd plan to hold a series of workshops nationally to discuss the lessons learnt from the season which will build on the recent Spec Workshop. This workshop will include road trips through all ANABP O1 active growing areas in mainland states to update existing growers and welcome new growers to the variety. Details of these events will be communicated shortly.

Marcel Veens

In order to ensure our growers have access to reliable technical advice growing the variety you are reminded that FWCL provides you the services of consultant Marcel Veens. Please advise Nardia at nardiastacy@fruitwest.com.au if you wish to sign up for this offer.

Social Media and Bravo™ and Bravo™ website

Please follow and share news on Bravo™ on facebook at Bravo Apples and Instagram at bravoapples. Along with all the posts on events, recipes and interesting facts the sites give you access to news readily available and in real time - this is an excellent opportunity for you to champion and build brand recognition by being active by sharing posts with your family and friends. There is also a fantastic competition to enter #BiteYourBravo with a weekend get-away in WA for the winner (see next page), go to social media and FWCL website for more information. The Bravo™ branded apple website will be live shortly.



#BiteYourBravo Competition

Share your best Bravo™ photo to win a luxury weekend getaway in Pemberton, WA.

STEPS:

1. Share: Bravo™ photo
2. Follow: @bravoapples
3. Tag: #BiteYourBravo



Retail news

Sales are steady and being spiked by ongoing instore tasting and the introduction of the Bravo™ retail stands which will set the apples apart as a stylised display approach. Another exciting new development this year is that Bravo™ apples are available in all Woolworths stores in WA as well as premium retail outlets in WA and nationally - see social media and the FWCL website for retail outlet details.

Export Trial Shipment to Asia

Bravo™ is only grown in Australia and because it's so unique the export demand has been strong. Following on from this year's domestic retail launch, a reconnaissance trip to Singapore is planned this month to meet with interested buyers with a view to sending a trial shipment. This will alert and introduce Bravo™ to the global market and initialise the foreseen export potential. It is also planned to commence a consumer demand profiling program. This will assist in developing a more market focused approach with presentation packaging and promotional activities.

Health Benefits

Stay tuned as emerging information is soon coming to hand about the flavonoid components and health benefits from eating Bravo™ branded apples. Look to facebook and instagram and for upcoming press releases which will expand on this exciting development, which will to boost the marketability and demand for the Bravo™ apple.

Tree Orders

We currently have five licenced nurseries with ANABP 01 trees available for sale and are taking orders for delivery in 2018 and 2019. Please visit the Fruit West Co-operative website to contact a licenced nursery to place an order soon, as we have been advised that interest is high.

Grower Feed-back

Fruit West welcomes constructive feed-back from growers of the ANABP 01 variety as our Bravo™ branded apple Champions - growers are encouraged to visit the website fruitwest.com.au for information on licenced nurseries, packhouses and for the latest news about the variety and the trademarked fruit as it comes to hand.