



Variety Innovation as an indispensable factor in the South Tyrolean apple industry

Markus Bradlwarter
www.sk-suedtirol.it



Content

1. South Tyrol and its apple industry
2. Variety Innovation Consortium South Tyrol, short name „SK“
3. Activities of SK South Tyrol
4. Our actual variety mix
5. The ideal variety
6. Apples for our future

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Italy in Europe



58 million people
(61 million SA)



302,000 km²
(1.2 million km² SA)



South Tyrol

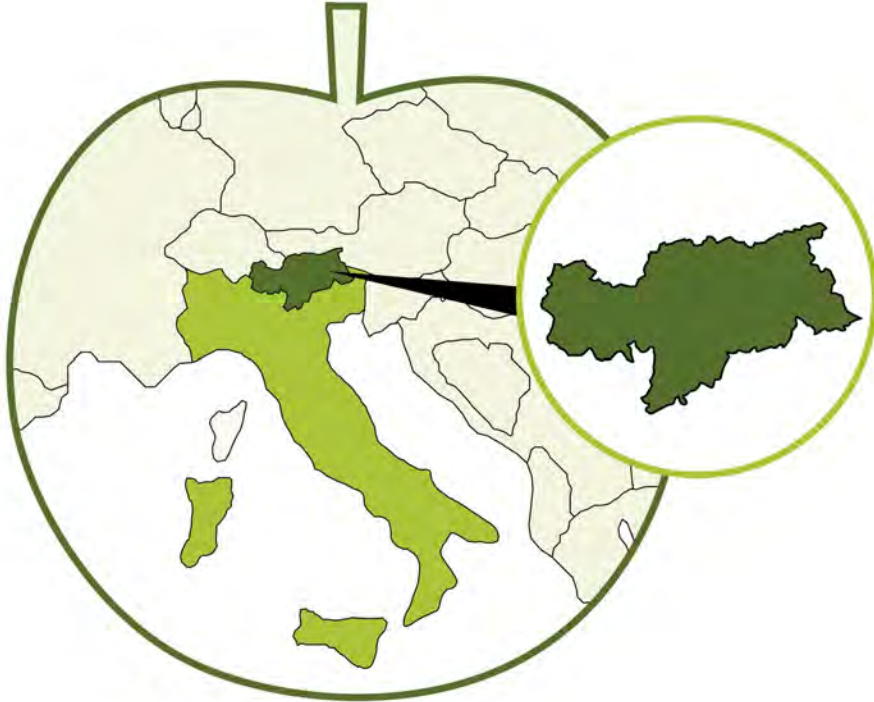
The northernmost province in Italy,
located in the European Alps



530,000 people



7,400 km²



Climate



300 days
2,000 hours

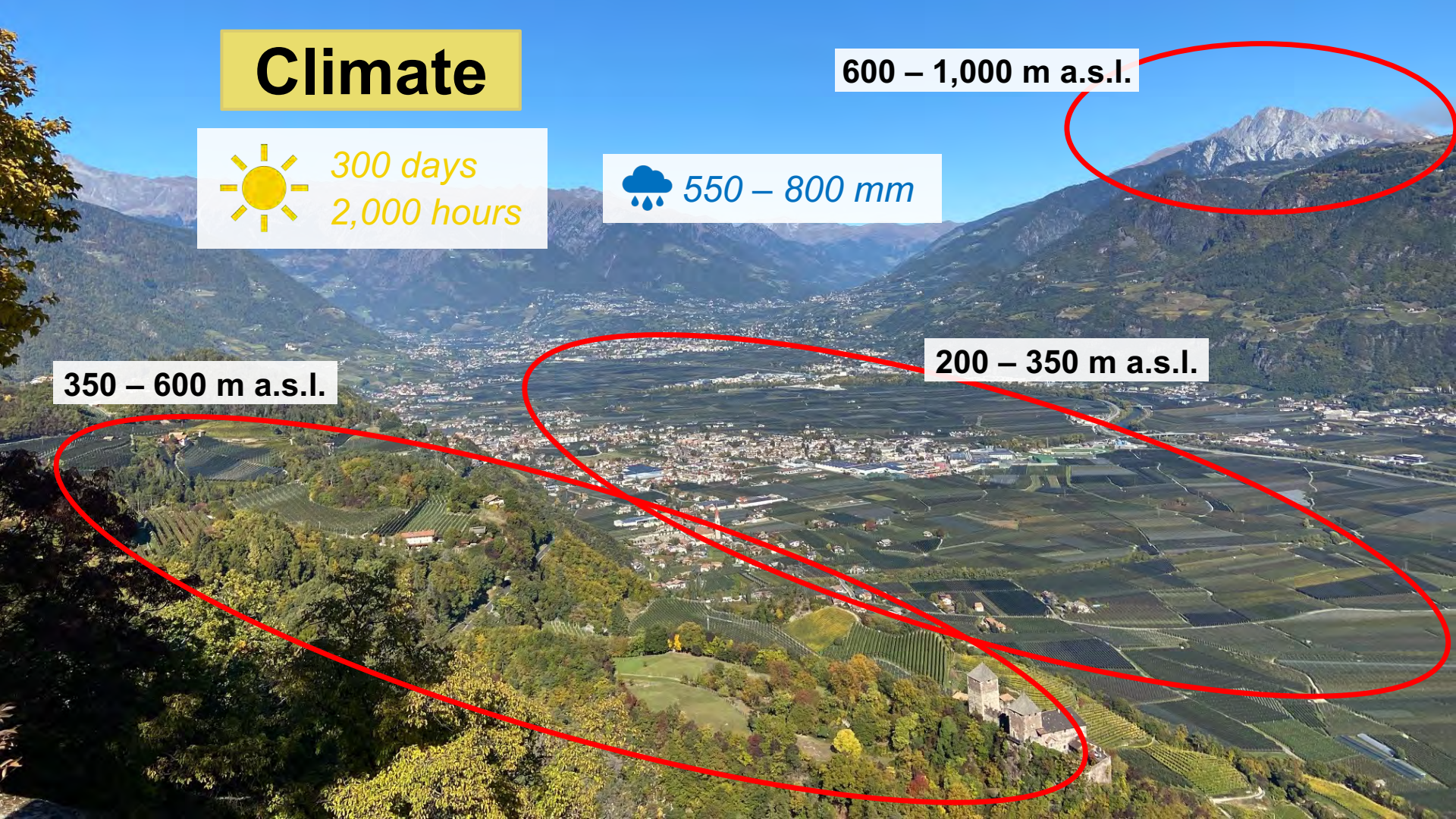


550 – 800 mm

600 – 1,000 m a.s.l.

350 – 600 m a.s.l.

200 – 350 m a.s.l.



Facts about the apple industry in South Tyrol

Largest contiguous apple-growing region in Europe

Production area

- 18,000 ha orchards

Production

- Around 1 mio. t/year
- About 50% of the Italian production
- About 10% of the European production
- Important supplier of organic apples in EU



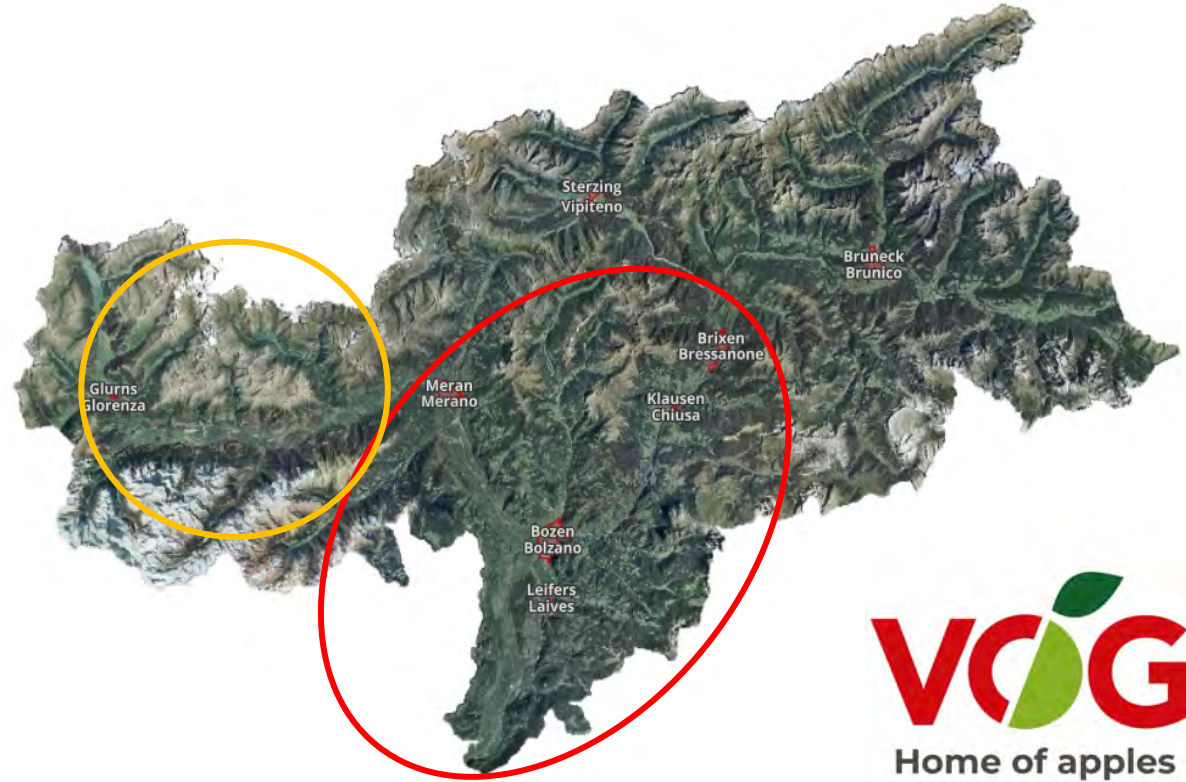
Producers

- Around 7,000 farmers/owners, most are family operations

Marketing

- 90% through cooperatives
- Main market Italy with 43%
- Important export countries: Germany, Northern Europe, Spain, Eastern Europe, North Africa, Middle East

Two dominant fruit producer organisations



The associations in numbers



Home of apples

**The Consortium
of South Tyrolean
Fruit Growers' Cooperatives**



11 member cooperatives



approx. 10,800 hectares



approx. 550,000 tons of apples



Sortenerneuerungskonsortium Südtirol
Consorzio Innovazione Varietale Alto Adige
Variety Innovation Consortium South Tyrol

The associations in numbers



7 member cooperatives



approx. 5,500 hectares

**Association of
Vinschgau producers
of fruit and vegetables**



approx. 320,000 tons of apples



Sortenerneuerungskonsortium Südtirol
Consorzio Innovazione Varietale Alto Adige
Variety Innovation Consortium South Tyrol

Agricultural practice

96 % Slender Spindle



Spacing: 3.0 - 3.2 × 0.8 - 1.0 m



Rootstock M9

Possible system for the future

3 % Doubleleader System



Spacing: 2.8 - 3.0 × 1.2 - 1.4 m

Possible system for the future

1% Multileader System



Spacing: 2.4 - 2.6 × 1.3 - 1.5 m

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Variety Innovation Consortium

founded in 2002

Research and Development department for



Home of apples



First class
apple partner



Sortenerneuerungskonsortium Südtirol
Consorzio Innovazione Varietale Alto Adige
Variety Innovation Consortium South Tyrol

Our SK Team



Administration



Variety Manager



CEO



Variety Technicians

Collaboration with technical institutions

VOG and VIP

- Marketing experiences and viewpoints



EXTENSION SERVICE

- Observations in practice
- Consulting



LAIMBURG RESEARCH CENTRE

- Scientific activities
- Variety testing level 1



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Activity areas of SK South Tyrol

- a. Networking, scouting & licensing
- b. Variety testing
- c. Variety management

Activity areas of SK South Tyrol

- a. Networking, scouting & licensing**
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Major variety breeders/owners in the world



Worldwide Network



IPA

INTERNATIONAL
POME FRUIT ALLIANCE



> 27,000 ha &

**approx. 1.8 mio. tons
fresh apples & pears**

Activity areas of SK South Tyrol

- a. Networking, scouting & licensing
- b. Variety testing**
- c. Variety management

Import/Export of material

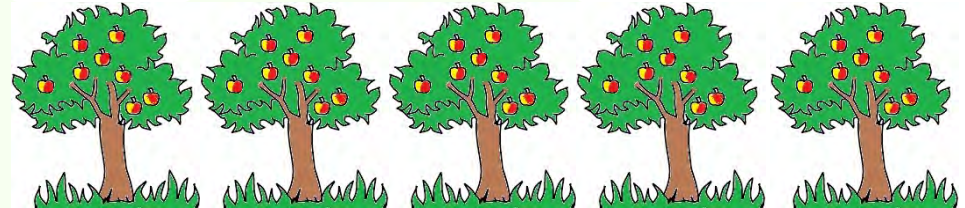
- Within Europe no quarantine needed
- Import material goes through quarantine station (normally in Laimburg RC)
- Export material goes through the Clean Plant Center CAV in Faenza/Italy



Variety testing

Test level 1

Pomological testing by Laimburg Research Centre
in **Pfatten 220 m** and **Latsch 700 m a.s.l.**
with 5 trees each



Variety testing

Test level 2

Production, storage as well as consumer tests

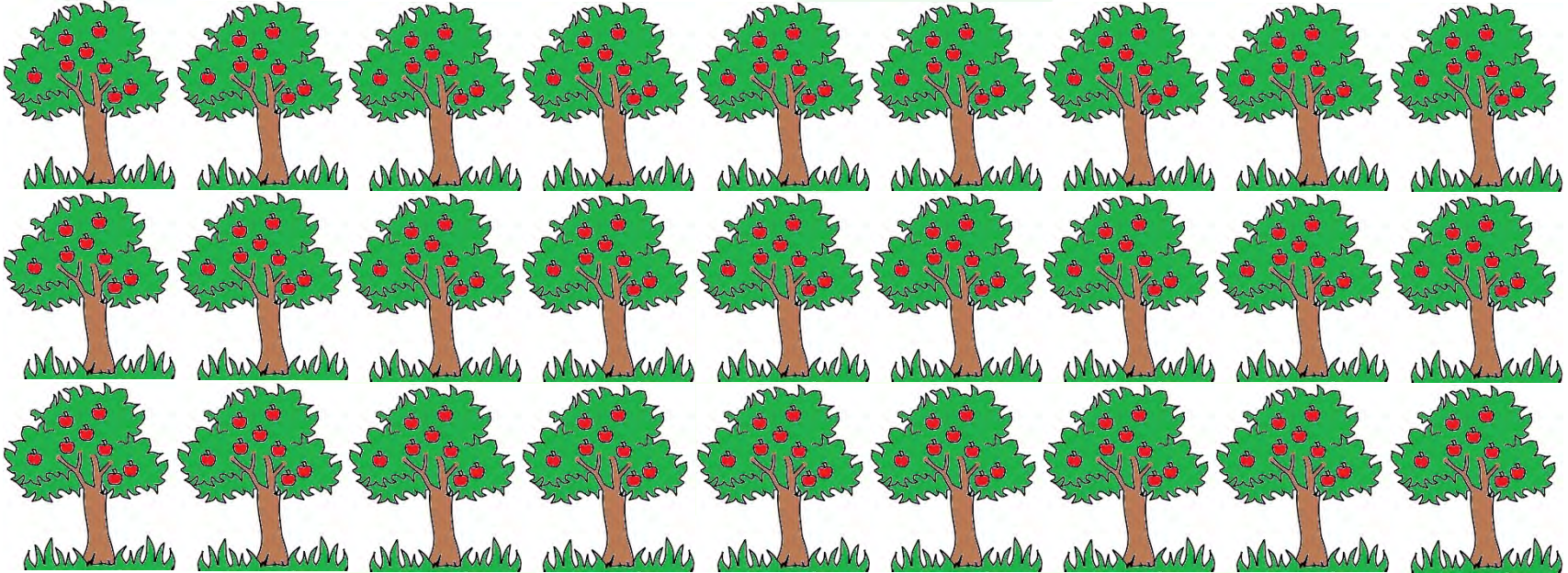
by SK, supported by VOG/VIP, Laimburg RC, Extension Service
in **Bozen 250 m, Tschars 550 m, Natz 900 m a.s.l.**
with 50 to 100 trees each



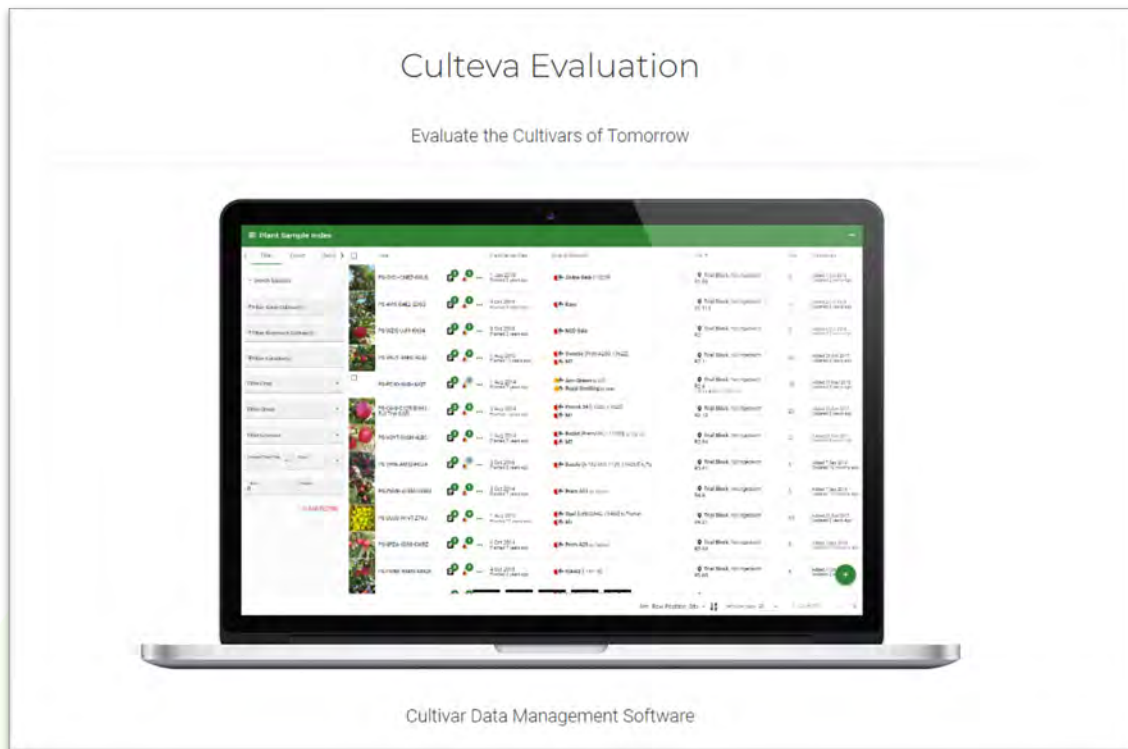
Variety testing

Test level 3

Pre-commercial phase by SK, supported by VOG/VIP,
Laimburg RC, Extension Service
with 500 to 1,000 trees in different locations



Evaluation program



[Dashboard](#) | [Culteva](#)



Sortenerneuerungskonsortium Südtirol
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Variety Innovation Consortium South Tyrol

Roadmap for introduction or rejection of a new variety

Variety testing

- Test level 1
- Test level 2
- Test level 3

Assessment of the results and statement by the SK board of directors

Variety is suitable and a general recommendation is made by the various media

Variety is rejected due to unsuitability in cultivation and/or on the market

Activity areas of SK South Tyrol

- a. Networking, scouting & licensing
- b. Variety testing
- c. Variety management**

Variety management



Variety management

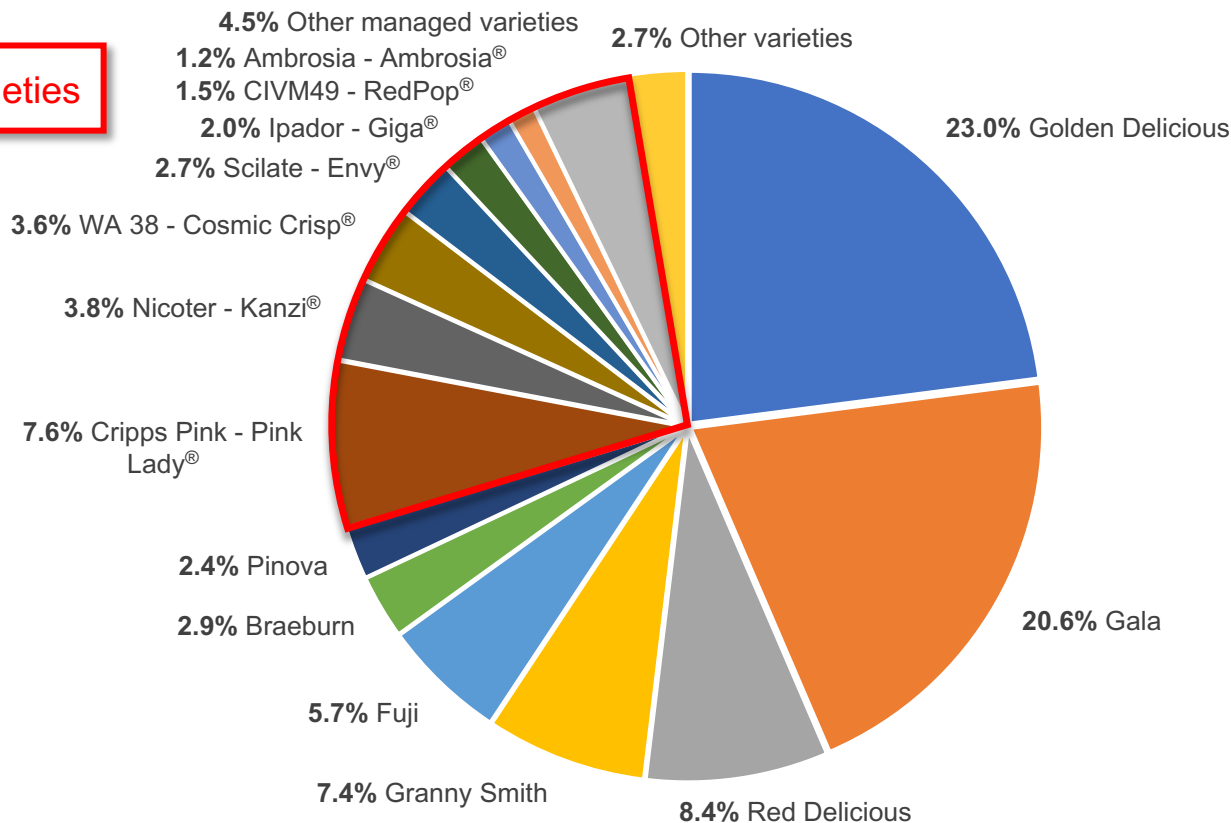
- Selection of strong partners
- Market driven production
- Uncompromising quality management
- Controlled introduction of varieties onto the market
- Sales-promoting measures
- Disciplined and coordinated sales approach

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Actual variety mix of VOG & VIP

27% managed varieties



Data: cultivation area 2023



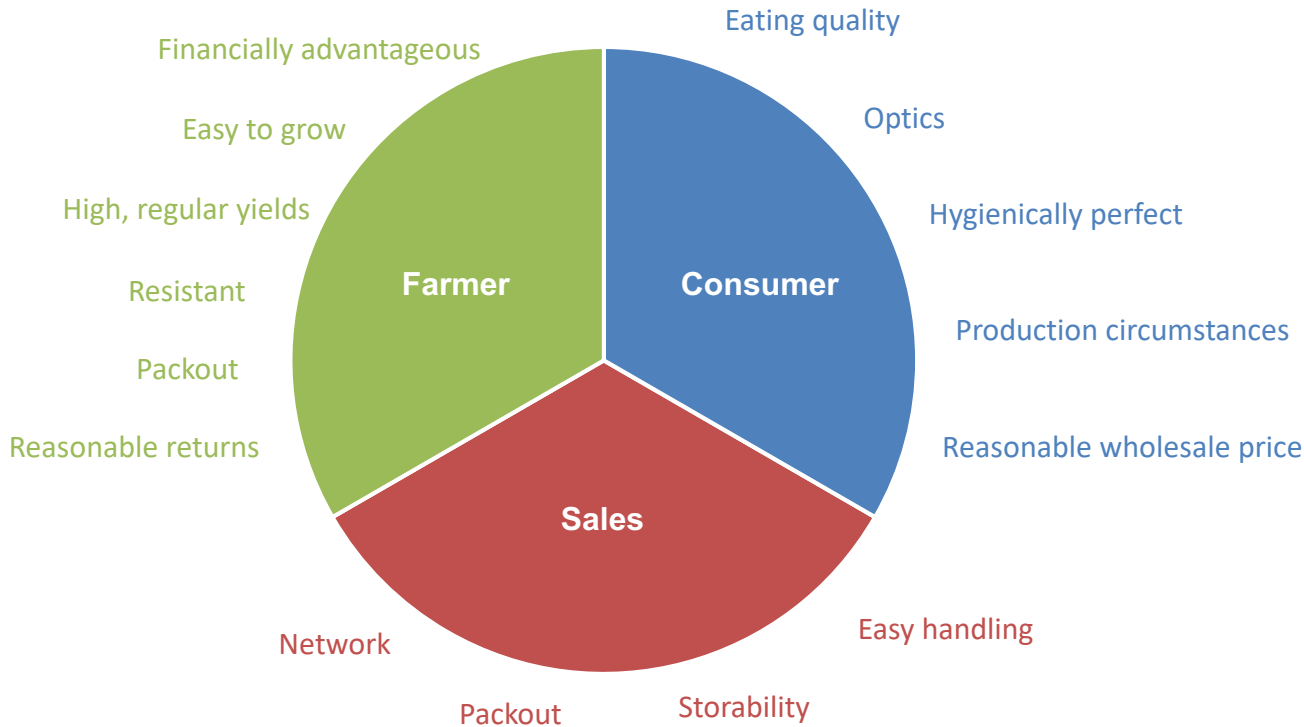
Our Apple Brands

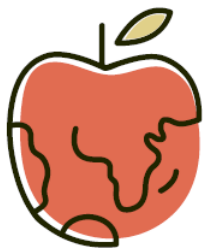


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The ideal variety



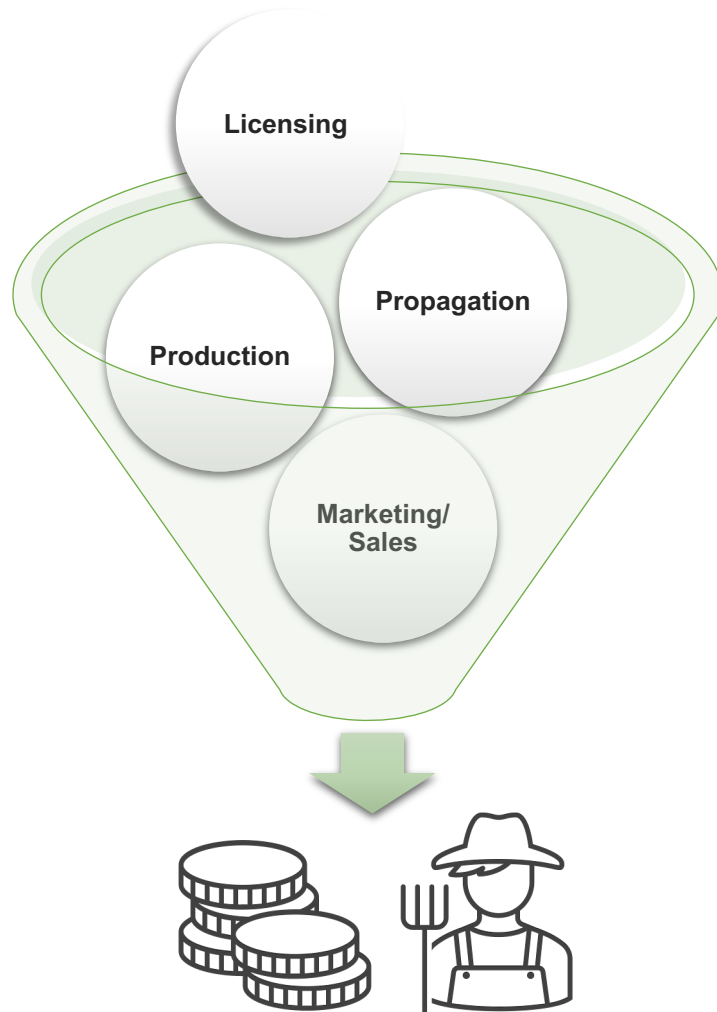


IPA

INTERNATIONAL
POME FRUIT ALLIANCE



**The farmer has to earn money
to work economically!**



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What's next?

- Consolidation of assortment needed
- Searching more mid/long term

Which apples are we looking for?

Necessary properties

- **Reasonable contract**
- Regular and high yields
- High pack-out
- Easy handling
- Excellent storage behavior
- Long shelf life
- Resistant to diseases and pests
- Special pulp properties (textures)
- Excellent taste





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