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Italy: Opal golden apples

"It is apples themselves that suggest what can be done with them. This is how we built Opal's identity," explains Michael Weber, Managing Director of the new club.

"Opal is a variety of yellow apples that do not brown and are suitable for making juice. But developing a variety from a commercial point of view requires a lot of time and we need to be patient."



Michael Weber

A peculiar story

The development of Opal apples (cultivar UEB 32642 - Golden Delicious x Topaz) started in Czech Republic during the years of the "iron curtain". The country needed to be self-sufficient as it couldn't buy anything from abroad.

In order to find a source of vitamin C, normally supplied by citrus fruit that could not be cultivated at a local level, local breeders developed an apple with the same anti-oxidant content of oranges. That is precisely why Opal apples do not turn brown after being sliced.



The Opal stand at Interpoma 2016.

"The original creator died this year at 86."

The plant is vigorous, resistant to scab and tolerant to fire blight. Apples



- Multiple Formats
- Sheet
  - Carton Liner
  - Pallet Cover
- Simple to Use
- No Sealing
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  - No Elastics



are harvested after Golden Delicious and before Braeburn.

**A surprise for consumers**

Introducing a new yellow apple on the European market, where Golden Delicious has always been a model, is the hardest thing. In Great Britain, however, Opel apples were successful as consumers are less tied to Golden apples.

A few tests carried out in the UK revealed how the 'old-fashioned' appearance of these apples was associated with negative aspects such as short shelf-life, flouriness and a flat flavour. "When consumers tried them, though, they were pleasantly surprised and the feedback was very encouraging."

"This is why we thought of making Opal apples stand out by creating a separate category. But a brand only works if it influences choices. Our objective is to conquer 3% of the Golden market in Europe. Italy is a very important partner for us, just like San Lucar, which chose our apples to make fruit juice."



Fresh and processed apples (juice produced by San Lucar).

**Opal® Italian partners**

Opal apples are currently cultivated in small orchards in Europe, Australia, New Zealand, South Africa and Chile. Consorzio La Trentina and Ortofruit Italia have been recently added to the international programme.

Simone Pilati, General Director of Consorzio de La Trentina, said that he does not think "choosing a yellow apple is engaging in a countertrend. What counts is meeting consumer demands. When consumers buy something out of curiosity, they go back to it if the experience was positive. Opal apples are perfect for this."

**A "golden" apple, not a yellow apple**

In this phase of varietal innovation, it appears that there is a rediscovery of the colour yellow. Opal's managing director stresses that the brand identified a different category, that of golden apples.

"We would like to stimulate all five senses with this apple - sight, as Opal do not turn brown; touch, as these apples need to be harvested and packaged with great attention; hearing, as they are very crunchy; smell, because a crate of apples has an aroma that takes us back to our youth, and taste, thanks to its hints of quince, pear and mango."

For further info: [www.opalapples.com](http://www.opalapples.com)

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- Bananas

**Top 5 - yesterday**

No news was published yesterday.

**Top 5 - last week**

- Australian cafe offers avocado coffee
- Italy: SmartFresh for fruit storage

AU: Spreading the Slow Food message into North Queensland  
 Consumer education is biggest challenge within the dried fig category  
 AU: Plant biosecurity gets a \$21million injection

## Top 5 - last month



Frost hits European fruit and vegetable sector hard  
 Mango packing house opens doors for the season after transformation  
 Innovation is an inside job  
 "Because of this packaging, fresh produce can continue to breathe"  
 First watercress of the season delivered to Tesco store in Dorchester

## Exchange rates [more »](#)

USD: 1.1196  
 JPY: 124.38  
 GBP: 0.87190  
 AUD: 1.5038  
 BRL: 3.6609  
 CAD: 1.5077  
 CNY: 7.6782  
 NZD: 1.5856  
 ZAR: 14.4108

*Euro foreign exchange reference rates*  
 Source: ECB



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### Other news in this sector:

- 5/26/2017 Strawberry season underway across Iowa
- 5/26/2017 Latest scan data reflects strong promotion of apples by US retailers
- 5/26/2017 Trade Buzz for improved communication during peak berry season
- 5/26/2017 Australia's Bravo Apples set to be shown to the world
- 5/26/2017 "Seedless grape consumption will be crucial in Spain this year"
- 5/26/2017 US: Watsonville strawberry scientist loses legal battle
- 5/26/2017 Dutch grower Fruitmasters to pioneer direct B2C strategy in China
- 5/26/2017 Spain: Gourmet cherries for 80 Euro per kilo
- 5/26/2017 World's longest strawberry cake served at festival
- 5/26/2017 British strawberry growers predicting 6% increase in production
- 5/26/2017 Spain: Murcia's apricot production down by 30% this year
- 5/26/2017 Swiss farmers expect meagre fruit harvest after losses
- 5/26/2017 "Our goal was to make the brand much more contemporary"
- 5/26/2017 AU: Victorian fruit packing company set to expand
- 5/26/2017 The phenolic profile of table grapes
- 5/26/2017 Tru-Cape Fruit helps supports 'Peace My City' initiative with apples
- 5/25/2017 California gets good supply of sweet cherries in time for Memorial Day
- 5/25/2017 Washington cherry timing closer to 2013 & 2014 crop
- 5/25/2017 Spain: Outrage in stonefruit sector due to German speculators
- 5/25/2017 Spain: Oversupply ruins start of melon and watermelon campaign

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