

FreshPlaza: Global Fresh Produce and Banana News



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The Modi® apple makes its way to the US

An agreement involving the Modi® apple, has been reached between C.I.V. -Consorzioitaliano Vivaisti, the North American branch of International New Varieties Network and NAINN, composed of the four main nurseries, specialized in the development of new fruit varieties : the C&O Nursery, Pro Tree Nursery, Van Well Nursery, Willow Drive Nursery and the Californian distributor, Farmington Fresh.

NAINN and Farmington Fresh, are in charge of the first production and marketing of the variety CIV G198 in the US, and are intending to plant an initial 200 acres (81ha) with the intention to reach 600 acres (242ha) in the near future, in California's Central Valley.



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"Modi® is an incredible product: a grower-friendly apple with a smaller carbon footprint, something which is important to our customers. We're enthusiastic about this chance," commented David Rajkovich, founding partner Farmington Fresh. "The CIVG198 variety might have a remarkable impact on apple producers in California. Unlike other regions such as Oregon and Washington State, California's Sacramento and San Joaquin Valley's growing areas are very hot and dry and we believe that these conditions make Modi®/CIVG19 extremely appropriate to our region and climate".

"We are deeply interested in taking advantage of the value of the crop, using the small sized and slightly marked apples for slicing, something which will generate increased profit for the grower," states Rajkovich. "The brand identity - red with a hint of yellow - as well as the Italian naming "Modi®" will help differentiate the CIVG198 variety from the others in our location on the west coast", continues Rajkovich "To start with, we will focus on few retailers supporting Modi®, with promotions to the higher-end retail outlets, and we will eventually introduce the Modi® apple to the club stores too."

"We have confidence that Modi®'s superior internal pressures, its special flavours and storage qualities will further facilitate distinguish Farmington's "Sweet Apple Bites" as the highest quality value added apple products on the market."

"The common aim of the Modi® International project is to develop the CIVG198 variety, aiding the exchange of best practices in the production segment, and coordinating branding policies for Modi® in the international market." "We are really pleased to announce the entry of NAINN and Farmington Fresh into the project Modi® and we are confident that, as major players in the U.S. fruit, the new partners will offer their considerable know-how in production and marketing to the development of the brand," says Marica Soattin, General Director of the CIV.

Global production is currently around 18,000 tonnes per annum, mainly grown in Europe in addition to increasing amounts in Turkey, Serbia, Russia, Uruguay and Australia.

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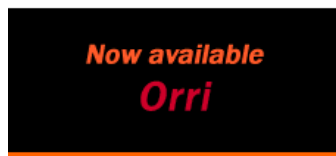
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Other news in this sector:

- 3/20/2014 EU: "Wide sales top fruit, both domestic market and export"
- 3/20/2014 Alant becomes 2014 Swiss fruit variety of the year
- 3/20/2014 Argentina: 50% of Mendoza's melons lost
- 3/20/2014 Ireland: Keelings straw berries ripe for the taking
- 3/20/2014 Italian melons running behind
- 3/20/2014 France accused of media campaign against Huelva's straw berry producers
- 3/20/2014 Italy: The demanding path of apples to the US
- 3/20/2014 Pink Lady®-the apple kids prefer!
- 3/20/2014 AU: New blueberries bloom in Queensland
- 3/20/2014 US (WA): Sweet cherry production down in 2013
- 3/20/2014 Almeria's melon and watermelon production to drop by 24 million kilos
- 3/19/2014 Germany bought fewer apples in 2013 due to high prices
- 3/19/2014 California Strawberry Commission releases economic report
- 3/19/2014 Blueberry growers concerned about EPA wetland regulation demands
- 3/19/2014 Poland: Amandine straw berries, the star of Planasa's cultivation forum
- 3/19/2014 Italian apple growers concerned about Russian situation
- 3/19/2014 Italy: Ultra-early cherries
- 3/18/2014 Giumarra increase watermelon tonnage in Mexico
- 3/18/2014 Fit Approach and Pink Lady® Apples partner to inspire active living, better eating
- 3/18/2014 AU: Blueberry harvest down

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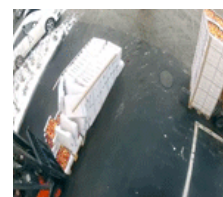
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Top 5 - yesterday

- Feijoa, Australia's next big thing
- Turkish exporters encounter problems this season
- "Expect a sharp tapering-off of Indian grape supply"
- Colombia: Banacol Group files for corporate restructuring
- California Strawberry Commission releases economic report

Top 5 - last week

- NZ: Some fruit potentially contaminated with Hepatitis A
- Mexico presents serious blueberry potential
- Feijoa, Australia's next big thing
- Port of Miami receives first shipment of



Peruvian blueberries
"If Russia borders close, minimal options left for top fruit"

Top 5 - last month

Gap between kiwi seasons bodes well for European suppliers
NZ: Some fruit potentially contaminated with Hepatitis A
"Patents on breakthrough innovations in seeds are the soul of sustainability"
Spain: Scientific discovery that could prevent the spread of plant viruses
Total Produce invests to create more added value

Exchange rates [more »](#)

USD: 1.3762
JPY: 140.85
GBP: 0.83455
AUD: 1.5257
BRL: 3.2295
CAD: 1.5507
CNY: 8.5718
NZD: 1.6159
ZAR: 15.0556

Euro foreign exchange reference rates
Source: ECB

