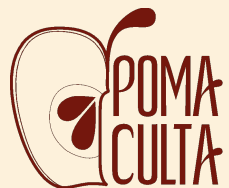




Launching New Apple Varieties under the Label of Bioverita

Liveseed Apple Task Workshop at Biofach
Nürnberg, 15th february 2019



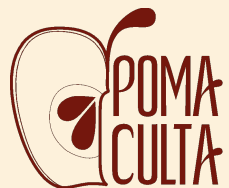
Poma Culta Apple Breeding ° Niklaus Bolliger ° Dipl. Ing.- Agr. ETH
4577 Hessigkofen ° Schweiz



For launching a new variety in European Union it is required to register it at the

Community Plant Variety Office in Angers

(limited registration is possible for non economical varieties at a local range)



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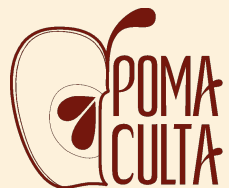


First challenge:

to find a variety with improved traits

Second challenge:

to convince the world of the new properties
and find ways to get into business

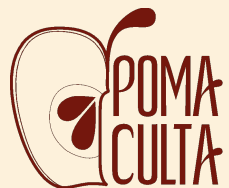


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There are different market segments:

- Supermarkets
- Wholefood shops
- Directmarketing (Market, Farmshops)
- Processors (juice, cidre, dry fruits, baby food)
- Allotment holders and selfsufficiency farming
- Standart trees for biodiversity in landscape

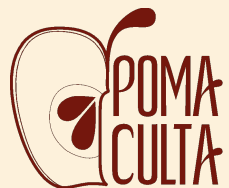


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Most important requirements of supermarkets

- attractive appearance, nice colour, perfect skin
- harmonic taste, liked by everybody
- availability around the year associated with a consistent quality



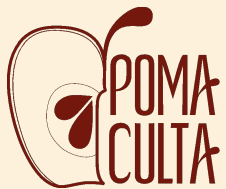
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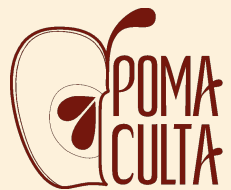
Is a new variety with all these properties welcome to the market?



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The market is sluggish for innovations.

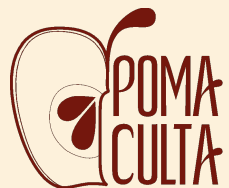


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The market is sluggish for innovations.

A new variety has to improve business performance:



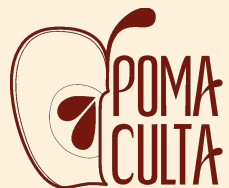
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The market is sluggish for innovations.

A new variety has to improve business performance:

- **unique selling point**



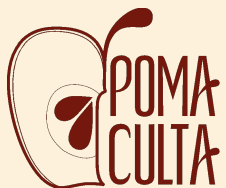
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The market is sluggish for innovations.

A new variety has to improve business performance:

- **unique selling point**
- **better price, increased margin**



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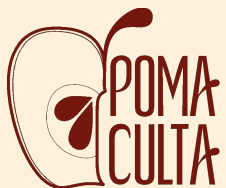


The market is sluggish for innovations.

A new variety has to improve business performance:

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Let's have a look at the following examples



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Nürnberg, 15th february 2019



JAZZ Apfel

@jazzapfel

Startseite

Info

Fotos

Videos

Beiträge

Community

Seiteninfos & Werbung

Seite erstellen



Gefällt mir Teilen Nachricht senden ...

Nachricht

Fotos



Suche nach Beiträgen auf dieser Seite

JAZZ Apfel
Nahrungsmittel- und Getränkeunternehmen
in Sint-Truiden



INFO JAZZ APFEL

Mehr von JAZZ Apfel auf Facebook anzeigen

Anmelden

oder

Neues Konto erstellen

It's all in JAZZ™!

...nd eine echte
...nsation. Die natürliche
...ndung.

ZUM GLÜCK
GIBT'S



GEH AUF'S GANZE MIT
PINK LADY!

E-Roller von E-Move Motors gewinnen
und viele weitere tolle Preise
im Gesamtwert von Fr. 11'111.-!

JETZT SOFORT
GEWINNCODE EINLÖSEN!

Zwischen Feld 1, 2
oder 3 wählen
Glücks-Code eintragen
Auf's ganze Glück setzen!

Teilnahmeschluss ist der 30. Juni 2019



Code hier eingeben

AUF'S GANZE
GLÜCK GEHEN!



Code hier eingeben

AUF'S GANZE
GLÜCK GEHEN!



Code hier eingeben

AUF'S GANZE
GLÜCK GEHEN!



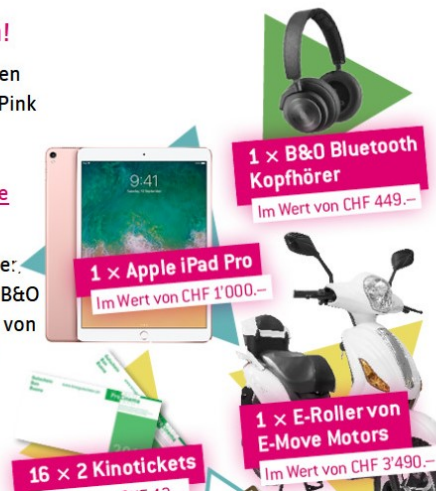
GEH AUF'S GANZE MIT PINK LADY!

Jetzt Gewinn-Codes sammeln und gewinnen!

Versuchen Sie jetzt ihr Glück! Bis zum 30. Juni 2019 können Sie bei verschiedenen Gelegenheiten Gewinn-Codes von Pink Lady sammeln. Geben Sie auf www.pinklady-win.ch die Gewinn-Codes ein und gewinnen Sie tolle Preise. Als Hauptpreis gibt es einen brandneuen E-Roller von [E-Move Motors](http://www.e-move-motors.com) zu gewinnen.

Als Sofortpreise zu gewinnen gibt es Pink Lady-Sparschäle: Pink Lady-Apfelteil und Kinotickets. Hauptpreise sind 1 x B&O Bluetooth Kopfhörer, 1 x Apple iPad Pro, und 1 x E-Roller von E-Move Motors. Die Hauptpreise werden am Schluss des Wettbewerbs unter allen Teilnehmenden verlost.

Freunde laden Freunde ein



[Kanzi® Geschichte](#)[Kanzi Coins](#)[Kanzi® Rezepte](#)[Kanzi® Geschäft](#)[Kanzi® Filme](#)[Food Blogger](#)[Kontakt](#)[Suche](#)

THE POWER OF GREAT TASTE

NUTZE JEDEN MOMENT AUF EINZIGARTIGE WEISE MIT KANZI®-ÄPFELN.



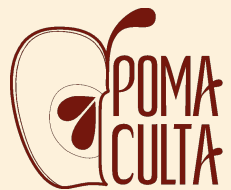
DIESE WEBSEITE VERWENDET COOKIES

Wir verwenden Cookies, um Inhalte und Anzeigen zu personalisieren, Funktionen für soziale Medien anbieten zu können und die Zugriffe auf unsere Website zu analysieren. Außerdem geben wir Informationen zu Ihrer Verwendung unserer Website an unsere Partner für soziale Medien, Werbung und Analysen weiter. Unsere Partner führen diese Informationen möglicherweise mit weiteren Daten zusammen, die Sie ihnen bereitgestellt haben oder die sie im Rahmen Ihrer Nutzung der Dienste gesammelt haben. Sie geben Einwilligung zu unseren Cookies, wenn Sie unsere Webseite weiterhin nutzen.

Notwendig Präferenzen Statistiken Marketing [Details zeigen](#) [OK](#)



This examples don't show us the way we want to go
but what we can learn:



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but what we can learn:

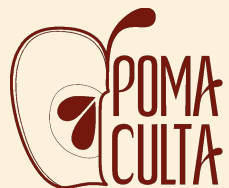
A new variety

must have added values

not only for farmers

but as convincing sales arguments

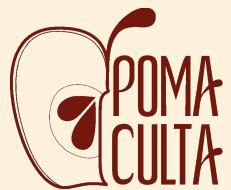
for great supermarket chains.



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Instead of mentioning the absence of unwanted properties (e.g. no GMO)

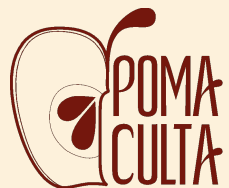


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Instead of mentioning the absence of unwanted properties (e.g. no GMO)

purposeful advertising with positive messages:



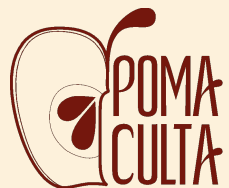
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Instead of mentioning the absence of unwanted properties (e.g. no GMO)

purposeful advertising with positive messages:

- classical cross-breeding



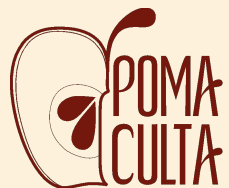
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Instead of mentioning the absence of unwanted properties (e.g. no GMO)

purposeful advertising with positive messages:

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- founded on a holistic understanding of living organisms



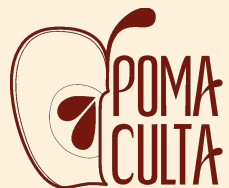
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Instead of mentioning the absence of unwanted properties (e.g. no GMO)

purposeful advertising with positive messages:

- classical cross-breeding
- founded on a holistic understanding of living organisms
- all breeding steps under certified organic conditions



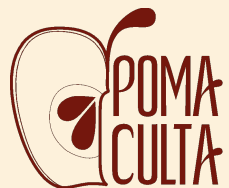
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Instead of mentioning the absence of unwanted properties (e.g. no GMO)

purposeful advertising with positive messages:

- classical cross-breeding
- founded on a holistic understanding of living organisms
- all breeding steps under certified organic conditions
- full transparency of the whole breeding process



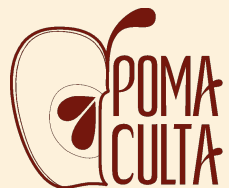
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Instead of mentioning the absence of unwanted properties (e.g. no GMO)

purposeful advertising with positive messages:

- classical cross-breeding
- founded on a list of organisms
- all breeding selections
- full transparency
- labeled by



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Bioverita - a quality label for organic breeding



Labelling of organic varieties

As a consumer, you expect organic farming to be genuine. Organic farms use organic seeds for their production and rely on organically grown varieties that are suitable for organic farming.

How do you know if this is the case?

Bioverita wants to provide more clarity and transparency.



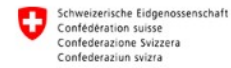
What distinguishes Bioverita?

Bioverita is a platform for all breeding concerns of organic farming. Organically bred varieties make it possible to achieve more holistically the cultivation objectives of organic farming. For products with the Bioverita label organic varieties were used.

Organically bred varieties of cereals, vegetables or apples ensure a natural diversity in agriculture. Bioverita communicates these values and raises public awareness of the time-consuming production and invaluable breeding.

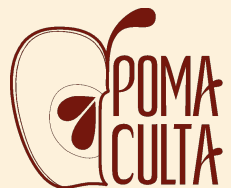
Products made from raw materials coming from organically grown Bioverita varieties are of exceptional quality.

Organic breeders





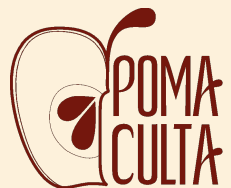
<https://bioverita.ch/en/>



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Thank you for your attention

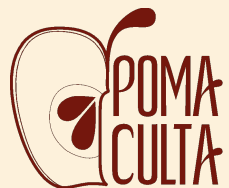


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Most important requirements of whole food shops

- attractive appearance, nice colour
- diversity on flavours
- some different varieties

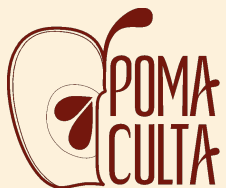


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Most important requirements of farmshops and direct marketing

- attractive appearance, nice colour
- diversity on flavours
- quite a range of different varieties according to the season



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