

ASSOCIATION OF POLISH FRUIT AND  
VEGETABLES DISTRIBUTORS "FRUIT UNION"



# APPLES FROM POLAND

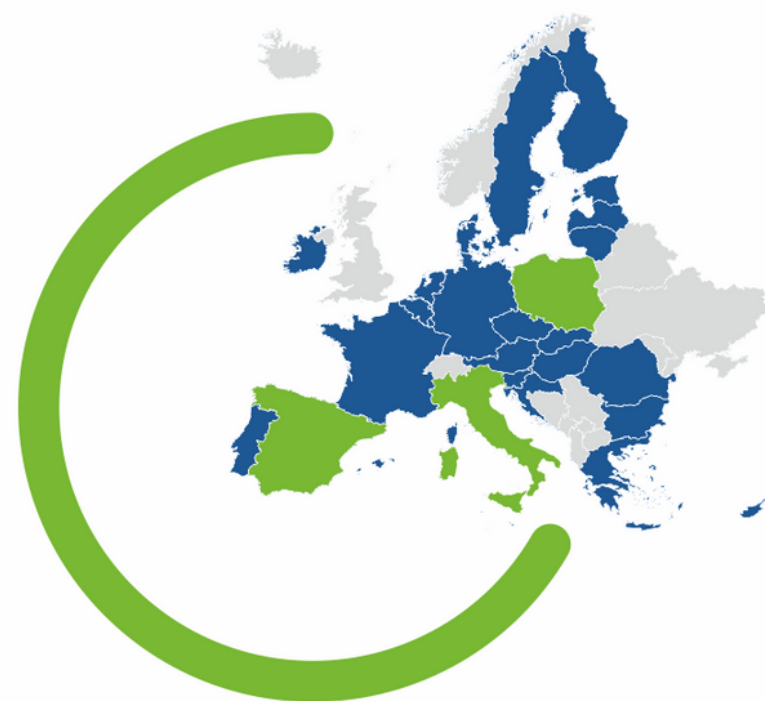
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# POLISH APPLES IN THE EU



Poland plays an important role in the fruit-growing sector in EU



Poland, Spain and Italy

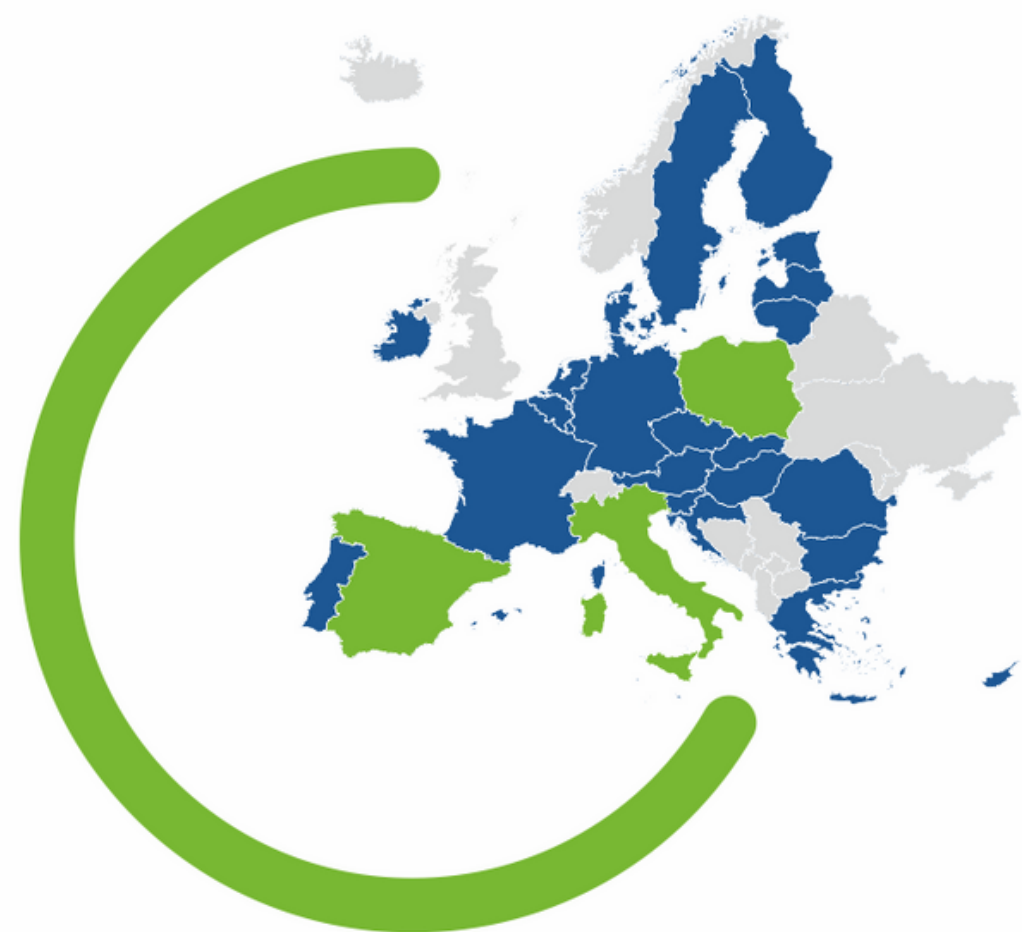
is  $\frac{2}{3}$

total area of fruit plantation





Poland is 1 of the 4 largest apple producers in EU



Poland, Italy, France and Germany

is **70%** 

share in total apple production

Poland is a leader in the production of fruit and vegetables



**11%**

throughout the fruit production market



**26%**

throughout the apple production market



# POLAND A LEADER IN INCREASING THE AREA OF ORCHARDS IN THE EU



**0,4%**



increase of the area for fruit trees



**11%**



increase of the area for fruit trees  
increase - 16 300 hectares



# AGRI-FOOD EXPORT



VALUE OF EXPORT

**15,4 mld €**

January - June 2019



VALUE OF EXPORT

**+8%**

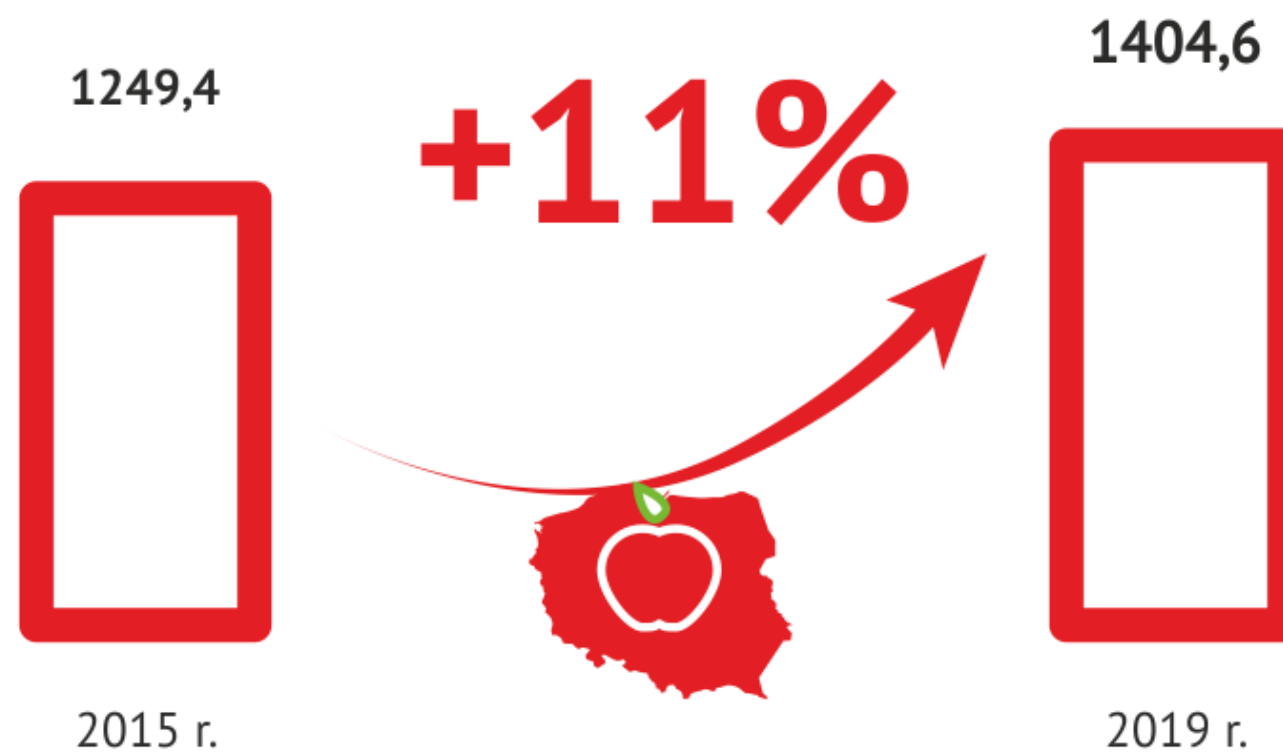
compared to 2018



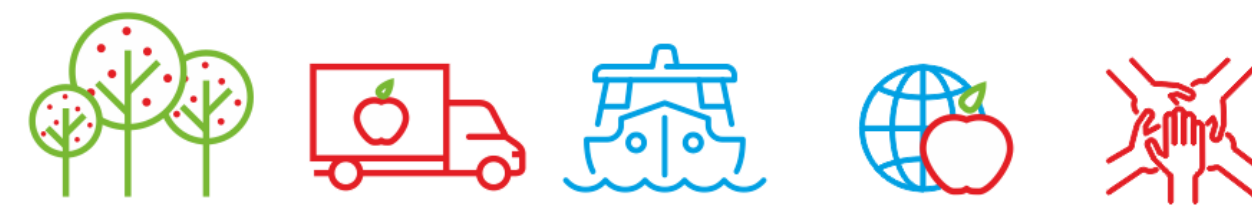
## FRUIT AND VEGETABLES EXPORT



## APPLES EXPORT (MLN PLN)







# GROWTH DYNAMICS



**UNIFORM EXPORT OF THE  
FRUIT THROUGH  
PRODUCERS' GROUPS**

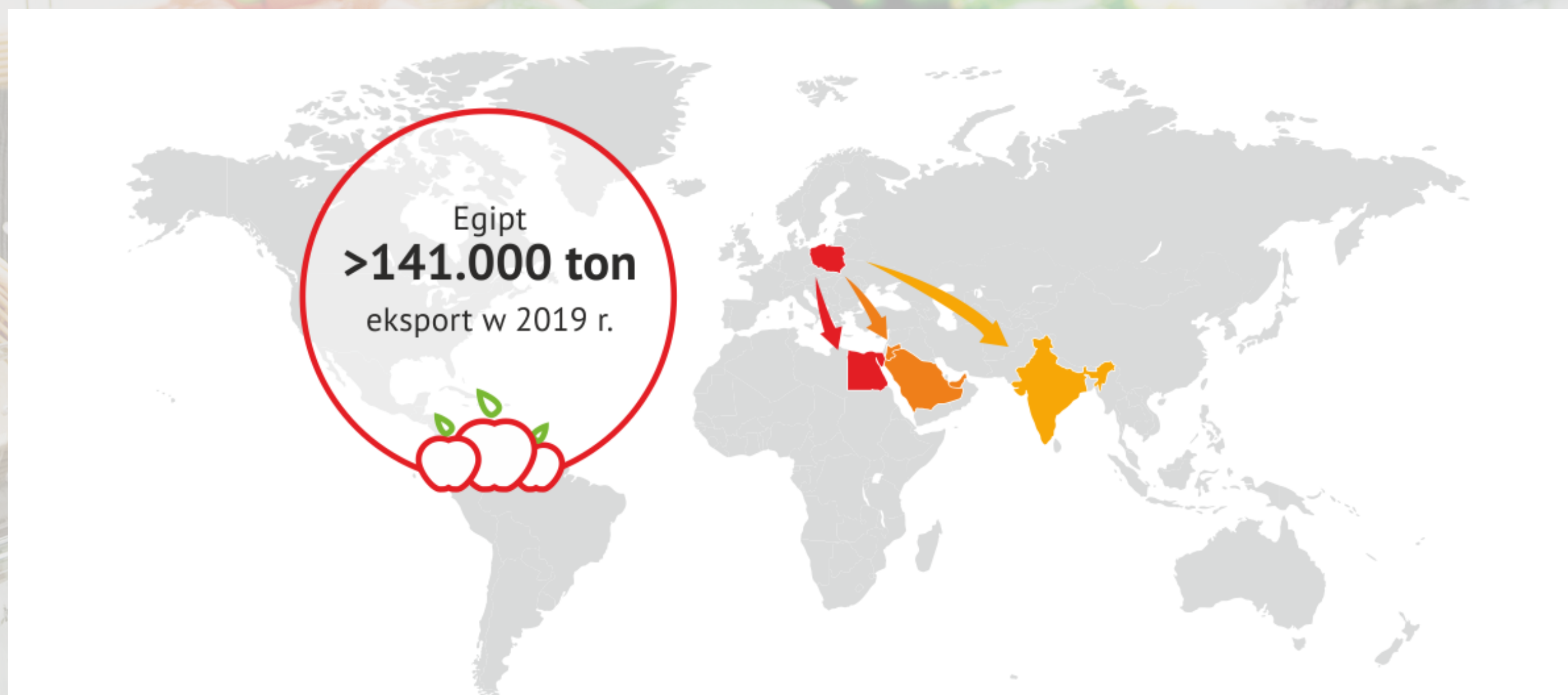
**PROFESSIONAL  
DISTRIBUTION**

**INTENSIVE PROMOTION  
ABROAD**

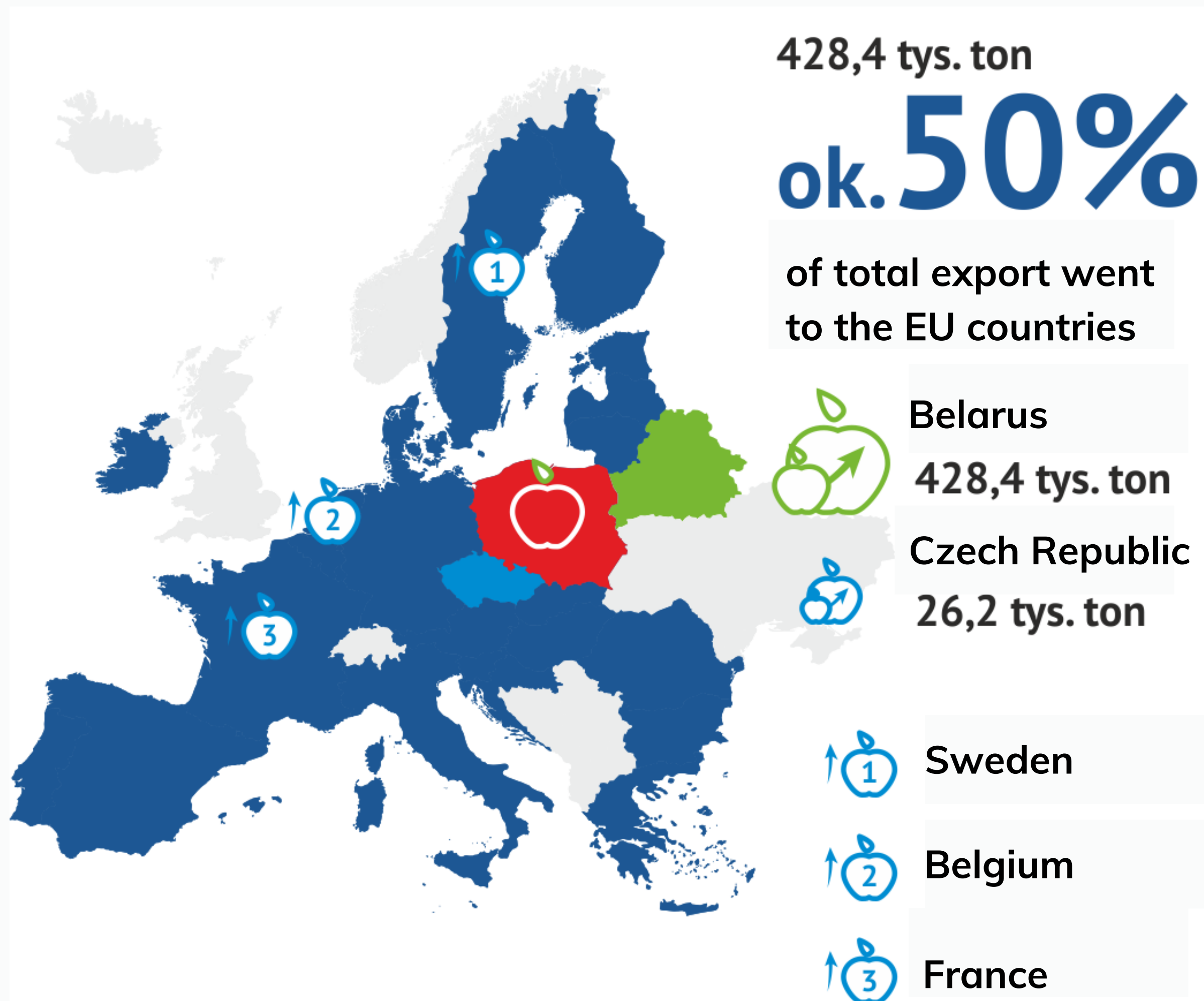
economic missions, study visits, B2B  
meetings, trade fairs - MARD, KOWR,  
PAIH

# APPLE EXPORT

APPLES FROM POLAND HAVE CONQUERED EGYPT. MUCH LARGER DELIVERIES WERE ALSO MADE TO: INDIA, JORDAN, SAUDI ARABIA AND THE UNITED STATES.







# WHY POLISH APPLES ARE UNIQUE?



Wyjątkowy klimat dla produkcji jabłek  
Unique climate for apple production



Tradycja upraw przekazywana  
z pokolenia na pokolenia  
Fruit-growing tradition handed down  
from generation to generation



Jedyny w swoim rodzaju  
smak polskich jabłek  
One-of-a-kind taste  
of Polish apples



Nowoczesne metody produkcji jabłek  
Modern apple production methods



Harmonia z naturą  
Harmony with nature



Jabłka wysokiej jakości  
High-quality apples





## COOPERATION WITH OTHER ORGANIZATIONS

Cooperation with the Ministry of Agriculture. Cooperation on partnership terms with other organizations, social networks with a similar scope of activity. Cooperation with public administration and organizations on formal and regulatory issues which standardizing the rules of certification. Association "Fruit Union" belongs to the Freshfel European organization.

## QUALITY

Promotion of modern quality standards. Conducting information activities, consultative and publishing. Monitoring of bad business and commercial practices; and taking actions to eliminate them. The UO-Technology laboratory is modern laboratory with highly qualified personnel scientific. High-class laboratory equipment that ensures the highest standards received test results.







# APPLES FROM POLAND

TRADITION PASSED DOWN FROM  
GENERATION TO GENERATION

COOPERATION WITH NATURE

IDEAL CLIMATE FOR APPLE-  
GROWING

SUSTAINABLE, MODERN AGRICULTURE  
(INTEGRATED PRODUCTION, GLOBAL  
GAP)

TRACEABILITY - POLISH APPLES  
EXPORTS COME EXCLUSIVELY FROM  
RELIABLE, REGISTERED ORCHARDS

UNIQUE, EXCEPTIONAL TASTE,  
NUTRITIONAL ASPECTS



# CULTIVATION

INTEGRATED PRODUCTION  
SYSTEM

STANDARDS

CERTIFICATIONS: GLOBAL  
GAP AND GOOD  
DISTRIBUTION PRACTICE  
(BRC, IFS). SEVERAL  
INDIVIDUAL CUSTOMER  
REQUIREMENTS (PRIVATE  
STANDARDS): WIDE RANGE  
OF ENVIRONMENTAL AND  
SOCIAL PROBLEMS.

REDUCE THE NUMBER OF  
ACTIVE SUBSTANCES AND  
MRLS IN PRODUCTS SOLD  
TO CONSUMERS

IPM - INTEGRATED PEST  
MANAGEMENT

BIOLOGICAL PROTECTION







# ECOLOGY

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**MORE AND MORE  
GROWERS USE  
ECOLOGICAL SOLUTIONS**


**FOLLOWING EUROPEAN  
STANDARDS**

**PRODUCTS ARE TESTED  
FOR THE USE OF PLANT  
PROTECTION PRODUCTS  
AND THE LEVEL OF MRL**


**ORGANIC PRODUCTION IN  
POLAND IS INCREASING**



# HARVESTING

 Ripeness tests with calculation of internal values (Starch test, Sugar test (brix scale), Firmness test)

 Compliance of the hygienic requirements


 All activities of harvesting are identified and assigned to relevant market


 Careful manual harvest






# STORAGE

 Labeling of every single bin to guaranty traceability (orchard, variety, date of delivery, production method, quality)

 Apples are transported to cold storage facilities for quick cooling immediately after harvesting

 Preliminarily sorted apples are cold stored or stored in compartments with the controlled atmosphere prior to processing at the packing houses

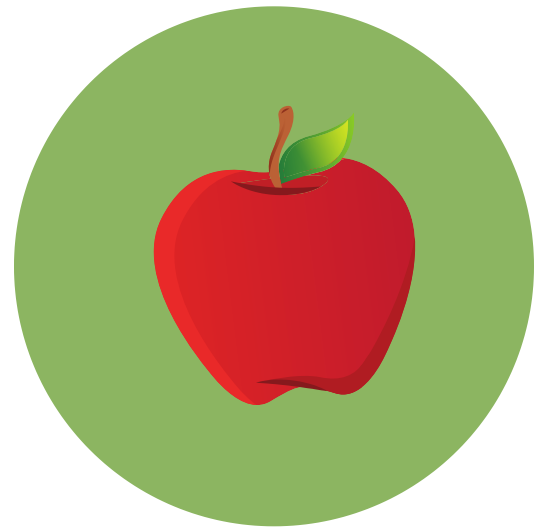
 Processing encompasses grading and packaging

 Apples are stored in cold storage units or controlled atmosphere compartments



# SORTING

- 🍏 Various sorting programs
- 🍏 Sorting lines are equipped with technology for water cleaning and final rinsing with potable water
- 🍏 Full quality control is carried out on daily basis during entire sorting process by designated, trained packing house staff (in accordance with self-checking risk-based management internal systems)
- 🍏 Additionally sampling inspections are carried out by state inspection bodies





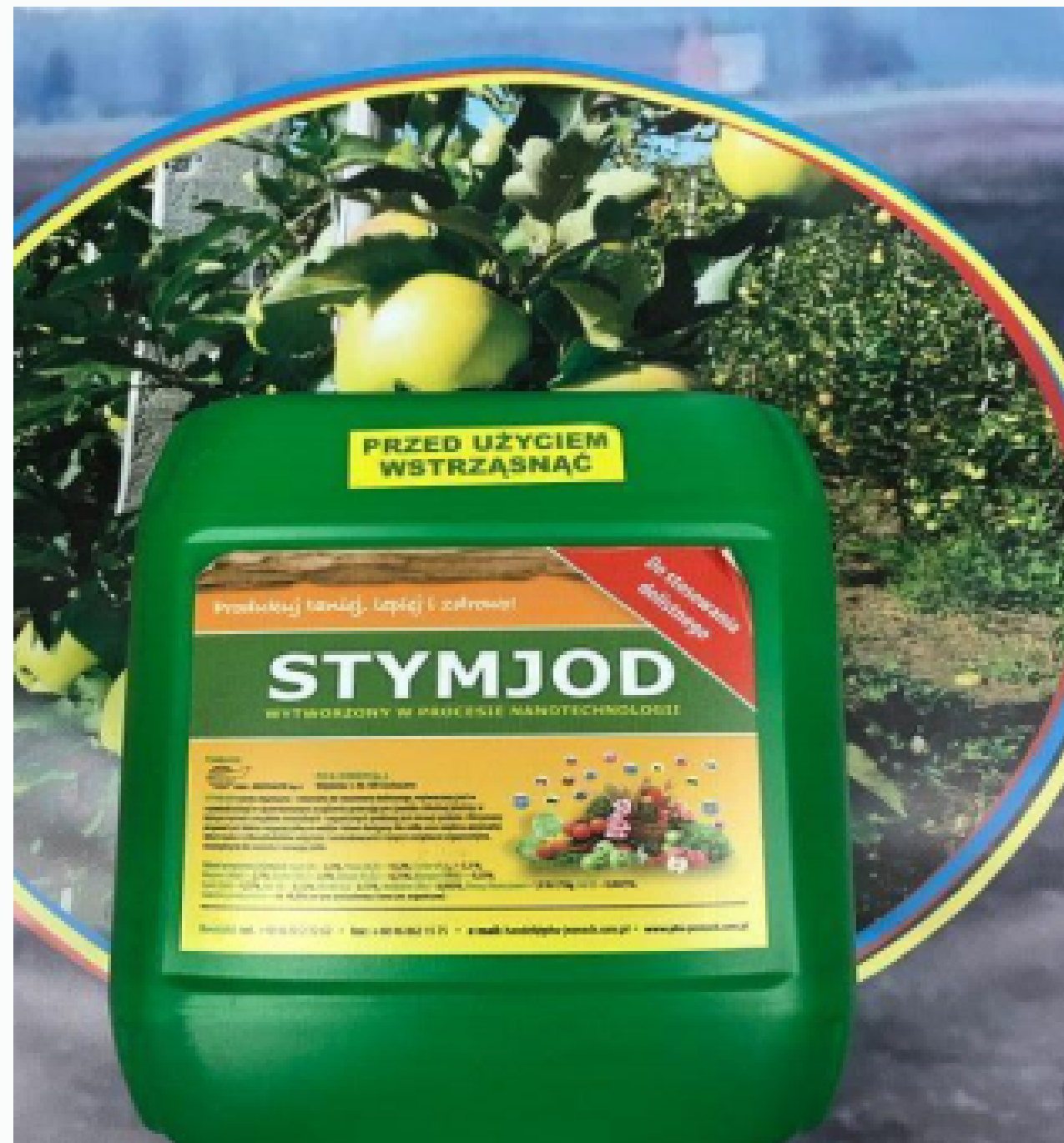
# INNOVATIONS



POLISH GROWERS CREATED THE TRACTOR REMOTE CONTROL SYSTEM. THE AUTOMATIC DRIVING SYSTEM OF THE GOTRACK TRACTOR ALLOWS TO SAVE NECESSARY TO PERFORM THE MAINTENANCE TREATMENTS



# OUR PRODUCTS



STYMJOD, FERTILIZER, SUSTAINABLE TECHNOLOGY  
CROPS OF PLANTS WITH THE USE OF PREPARATIONS  
INNOVATIVE



# APPLE VARIETIES

## THE MOST POPULAR



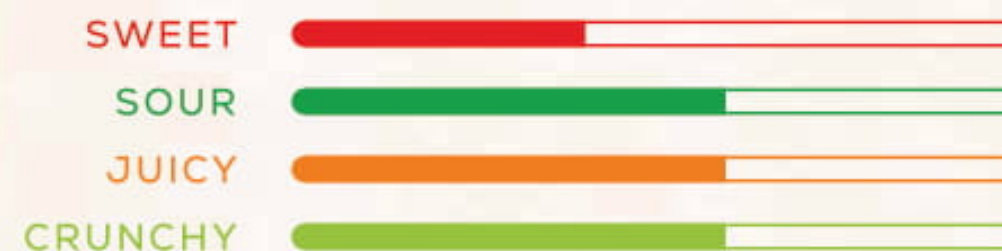
Gala



Golden Delicious



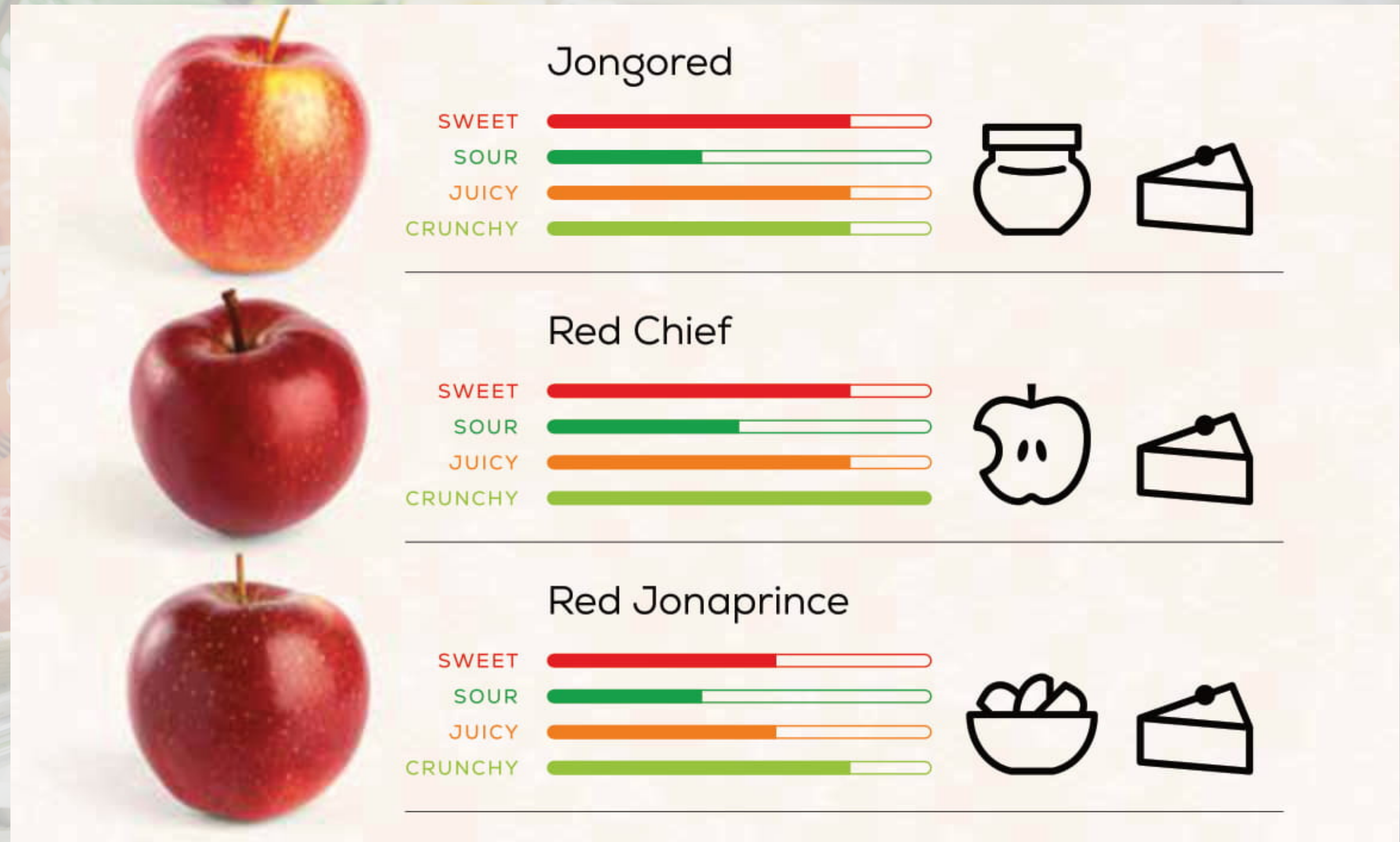
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# APPLE VARIETIES

## THE MOST POPULAR



desserts



smoothies



preserves



roasting



cakes



salads



# GROJEC APPLES

- Brand of 27 main apples varieties and their variants produced in Grójec Region, biggest orchard in Europe.
- Unique taste of Grójec Apples (Apples from Grójec):
  - characteristic acidity (higher on average than 5% of the apples of the same variety, originating from other regions)
  - very clear blush, due to the higher content of pigments under the skin (mainly anthocyanins and carotenoids)
- Its unique qualities Grójeckie Apples conditions of soil and climate Grójec, where there is a special microclimate, distinguished by low temperatures at night, in a period prior to harvesting



*The taste of beauty*







## GROJEC APPLES

HIGHER THAN AVERAGE LEVELS OF STAINING (DEPENDING ON INDIVIDUAL VARIETIES)

STAINING FROM 40% TO AS MUCH AS 95% OF THE WHOLE SURFACE

COLOR: FROM CRIMSON, THROUGH RED, PINK, YELLOW, GREEN; FLESH IS CREAMY OR WHITE

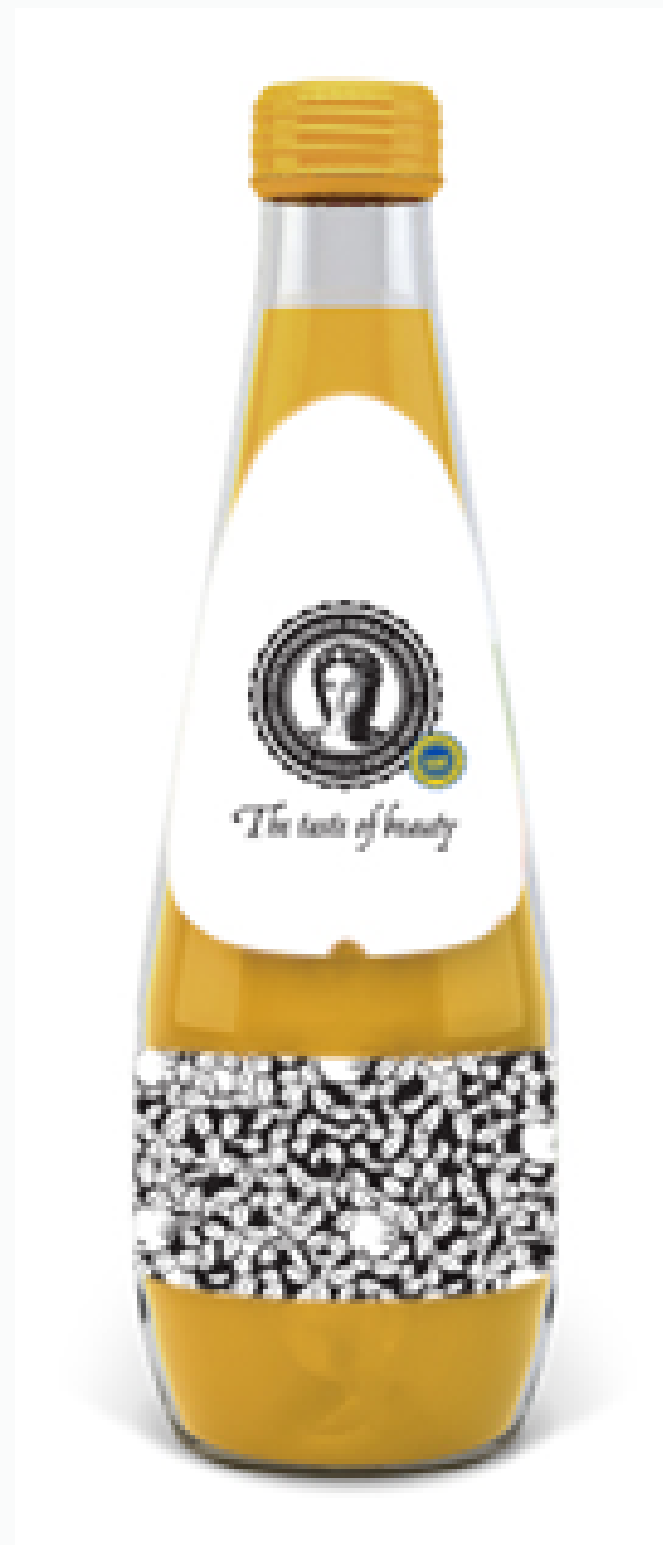
DEPENDING ON THE VARIETY, SPHERICAL: REGULAR, EXTENDED OR FLATTENED

THE SIZE OF THE FRUIT DEPENDING ON THE VARIATIONS IS BETWEEN 6.5 AND 9 CM

MORE EXPRESSIVE TASTE AND AROMA OF APPLES GROWN IN OTHER REGIONS



# PRODUCTS



JUICES PRESSED FROM  
GRÓJECKIE APPLES.  
AVAILABLE PACKAGING



# OUR PRODUCTS



SMOOTHIES (GAIK GROUP)



ROYAL APPLE JUICE (GAIK GROUP)



MAGDALENE JUICE (E. C. O. GROUP)



BONA FIDE JUICE (FRUIT GROUP)



# OUR MEMBERS





**THANK YOU FOR YOUR ATTENTION!**

**ASSOCIATION "FRUIT UNION"  
POLAND**