



Company profile of Pink Lady® Europe

Pink Lady®: Apple Imbued with Values

From the tree nursery to retail stores, everyone involved in the growing and distribution of Pink Lady® apples is collectively organised in the non-profit association Pink Lady® Europe. The organisation ensures the fair remuneration and equal rights of all members and promotes the responsible treatment of nature.

Avignon, February 2020. The association Pink Lady® Europe was established in 1997 in south-east France. Today, the non-profit organisation has 2,600 growers, 90 sorting and packaging sites, 14 fruit distributors and 12 tree nurseries. Around 171,000 tonnes of apples were harvested in 2018 from a total of 5,300 hectares of Pink Lady® orchards in France, Spain and Italy. The unique organisational structure of the Pink Lady® association gives all members equal rights in the management and development of the association, ensuring a fair business model along the entire production chain.

Mutual respect

Nurseries, apple growers and contract dealers: all the players work together in the association Pink Lady® Europe to reconcile economic survival, social progress, environmental protection and sustainable cultivation. In this manner, the different professional groups work on a level playing field with one other and benefit from each other's experience and expertise. The organisational structure of the association includes the fair remuneration of all members. This sense of identity centred around community, fairness and transparency is also passed onto consumers.

Responsible cultivation

Besides the equal rights of members of the association, Pink Lady® Europe places great value on the responsible treatment of nature. All Pink Lady® apple growers adhere to the principles of integrated fruit growing and prefer to rely on natural plant protection. The planting of hedges, green areas and nesting boxes in the orchards helps to attract pollinators and natural predators. As the average size of an orchard is only two hectares, the majority of growers are family-owned businesses, which also grow other varieties of apples and other fruit. The association will continue to focus on sustainability in the future and has



summarised all the measures aimed at achieving a sustainable production chain in a Commitment Charter.

The collective values of the association Pink Lady® Europe at a glance:

1. Equal rights: All Pink Lady® association members are fairly remunerated as partners in a fair and mutually supportive community.
2. Environment and health: 100% of Pink Lady® fruit growers have committed themselves to Global GAP (Good Agricultural Practice) and Integrated Fruit Production (IFP) principles, or are organically certified. 100% of packaging sites are IFS, BRC or FSSC 22000 certified.
3. Zero waste: 100% of apples harvested in Pink Lady® orchards are sorted, selected and used. Around 65 to 70% are Pink Lady® apples, the smaller apples are PinKids® and the less colourful apples are used for cooking or are used to make juice and compote. Windfall fruit is used as compost.
4. Communication and transparency: Visitor days in orchards, tree sponsorship and participation in public events bring producers closer to consumers.
5. Innovation and expertise: The development and sharing of knowledge and experience of sustainable cultivation is promoted amongst the apple growers.

Pink Lady® apples

Pink Lady® is a cross between Golden Delicious and Lady Williams created by the Australian John Cripps in 1973. Pink Lady® apples are crunchy, juicy and aromatic. Their sensory properties and inimitable colour make them very popular among consumers.

Pink Lady® is a registered and protected trademark.

This text, the press kit FruitLogistica and press photos for editorial use are available to download at:

<http://www.panama-pr.de/download/PinkLady-FruitLogistica.zip>

About Pink Lady® Europe:

For more than 20 years, over 2,600 growers, 90 sorting and packaging sites, 14 approved fruit distributors and 12 tree nurseries in France, Spain and Italy have been part of the non-profit association Pink Lady® Europe. The innovative model of a fair and mutually supportive community is a successful model for fruit growers and dealers, guaranteeing fair remuneration. All Pink Lady® Europe members are committed to responsible



production and guarantee best and strictly controlled quality. Farmers apply themselves to their work with passion and maximum precision to offer all foodies apples with unique taste qualities.

More information on Pink Lady® is available at www.pinkladyeurope.com.

German press contact:

Christian Josephi
Panama PR
Gerokstrasse 4
D- 70188 Stuttgart
+49 (0)711 664 75 97 10
c.josephi@panama-pr.de

International press contact:

Julia Savin
Association Pink Lady® Europe
145, Avenue de Fontvert
F-84130 Le Pontet
+33 (0)4 90 33 65 02
julia.savin@pinkladyeurope.com