# Pink Lady® Europe – Facts and Figures

Produce: Pink Lady®

PinKids®

Business form: Non-profit association Pink Lady® Europe / Association under French law

President: Didier Crabos

Managing Director: Thierry Mellenotte

Members: Over 2,600 growers, 90 sorting and packaging sites, 14 approved fruit distributors and 12 tree nurseries in France, Spain and Italy with over 10,000 direct and indirect jobs

History: 1973 – John Cripps crossed a Golden Delicious with a Lady Williams

1994/1995 – The first European Pink Lady® orchard is planted in France

1997 – Establishment of the non-profit association Pink Lady® Europe

Growing countries: Catalonia, Spain: 80 growers

Loire Valley, South East and South West France: 600 growers

South Tyrol and Emilia Romagna, Italy: 1,920 growers

Growing area: 5,300 hectares of Pink Lady® orchards

Crop yields: 2018/2019 season – 171,000 tonnes

2014/2015 season – 140,000 tonnes

2008/2009 season – 82,000 tonnes

2003/2004 season – 62,300 tonnes

Zero waste: 100% of produce is used by consumers, processed in the food industry or destined as compost

Vegetation phase: Seven months on the tree (from March to October) to develop the full aroma

Farmers’ activity: 700 working hours per hectare

(20% more than for other varieties)

Ripe fruit: Three to five rounds of harvesting in the orchards so that only truly ripe fruit is harvested

Selection: 20 to 30% slower sorting belts to select the apples that meet Pink Lady® criteria

Charter: All members of the association Pink Lady® Europe are committed to a collective sustainability model for the future, which comprises the following four elements:

environment

economy and social issues at the local level

progress for producers

establishment of transparency and trust with 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](http://www.pinkladyeurope.com).

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