



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.



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