Launching New Apple Varieties under the Label of Bioverita

Liveseed Apple Task Workshop at Biofach
Nürnberg, 15th February 2019
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)
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
There are different market segments:

- Supermarkets
- Wholefood shops
- Directmarketing (Market, Farmshops)
- Processors (juice, cidre, dry fruits, baby food)
- Allotment holders and selfsufficency farming
- Standart trees for biodiversity in landscape
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?
The market is sluggish for innovations.
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A new variety has to improve business performance:
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A new variety has to improve business performance:

• unique selling point
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A new variety has to improve business performance:

- unique selling point
- better price, increased margin
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Let’s have a look at the following examples
GEH AUF’S GANZE MIT PINK LADY!

Jetzt Gewinn-Codes sammeln und gewinnen!


Freunde laden Freunde ein
THE POWER OF GREAT TASTE

NUTZE JEDEN MOMENT AUF EINZIGARTIGE WEISE MIT KANZI®-ÄPFELN.
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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**purposeful advertising with positive messages:**
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• classical cross-breeding
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**purposeful advertising with positive messages:**

- classical cross-breeding
- founded on a holistic understanding of living organisms
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
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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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
• labeled by
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/

Live Seed Apple Task Workshop at Biofach
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Thank you for your attention
Most important requirements of whole food shops

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