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New Zealand

Fresh Deciduous Fruit Annual

Apple and Pear Growing and Trade Report 2014

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Report Highlights:

Apple and Pear growers have enjoyed a second year of good prices for their fruit in 2013/2014. A biennial bearing "on" year in 2014/2015 should result in a production increase to 555,235 metric tons and a corresponding increase in exports to 331,500 metric tons.

Executive Summary

Despite a recent upward revision in estimated 2013/2014 apple and pear production in New Zealand to 501,550 MT, this year's output is expected to fall short of 2012/2013 production levels by eight percent, mainly as a result of the biennial bearing "off" year. Nevertheless, in 2013/2014 New Zealand apple and pear growers are enjoying a second year of good profitability.

Looking forward to 2014/2015, total apple and pear production is forecast at 555,225MT. The nation's orchards generally returning to a biennial bearing "on" year explains to a large extent the 11% increase, along with an estimated three percent increase in planted area to 9,100 hectares for all deciduous fruit. It appears the trend, evident since 2004/2005, of net tree removal has ended and the sector is well into a rebuilding phase with new varieties and increased planting densities. So far the new growing season has been conducive to the forecast volume being achieved.

Notably total apple and pear exports in 2013/2014 are now revised to 315,850MT which is 3.4% ahead of the previous estimate. Concentration on quality from growing to post harvest operations has contributed to a higher export packout rate than had been anticipated. Additionally higher prices for most of the shipping season in the off-shore markets have encouraged exporters to maximize export shipments. However the downturn in European markets late in the shipping season (since August 2014) may have some growers and exporters wishing they hadn't chased the European market quite so hard.

New Zealand apple and pear exports are forecast to increase by five percent to 331,500 MT in 2014/2015. This increase will coincide with big crops in the northern hemisphere. It is likely that growers and packers in New Zealand will adopt measures to limit the amount of fruit that can find its way onto those oversupplied markets. Sources indicate widespread, comprehensive crop thinning programs will be adopted that will focus the crop on the highest attainable quality, with fruit sizing aimed at satisfying the higher priced markets of Asia and the Middle East. It is likely that the proportion of the crop destined for the UK and Europe will decrease in 2014/2015.

In addition a higher proportion of the crop, forecast at 147,775 MT, is likely to be sent to processing in 2014/2015, a 28% increase.

Note1: The Marketing Year MY2014 is from Jan1, 2015 to Dec31, 2015 and will be referred to as 2014/2015 in the text to conform to Northern Hemisphere country marketing years. Similarly MY 2013 is shown as 2013/2014. CY2015 refers to the calendar year 2015.

Note2: A TCE stands for Tray Carton Equivalent and is 18.0 kilograms of fruit

Planted and Harvested Area

Apples

Looking forward to 2014/2015, the apple area planted is estimated to be three percent greater than planted area in 2012/2013, at 8,685 hectares (ha). The harvested area is estimated to be 260 ha greater (3%) than 2012/2013 at 8,585 ha. Nationally the sector seems to have turned a corner with a higher rate of plantings than removals. This year, 2014/2015, signals the result of the acceleration of the trend, since 2006/2007, to change blocks over to new higher color, sweeter varieties of Royal Gala or to other varieties more suited to Asian and Middle East markets. Growers don't register new plantings with Pipfruit New Zealand until they are ready to harvest so information on new plantings is imprecise and anecdotal. Reportedly new plantings are continuing with some new green field plantings, almost exclusively in the Hawkes Bay area. Existing blocks continue to be reworked into dwarf/semi-dwarf rootstocks, with higher tree densities and modern varieties.

Table of Deciduous Fruit Plantings in New Zealand by Variety (in Hectares)										
Market Year for FAS	MY2004	MY2005	MY2006	MY2007	MY2008	MY2009	MY2010	MY2011	MY2012	MY2013
Calendar Year of Harvest	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Braeburn	3,159	2,464	2,484	2246	2034	1,869	1740	1589	1504	1381
Royal Gala & sports	3,393	2,872	2,893	2669	2538	2,417	2423	2369	2386	2337
Cox	401	354	314	295	281	248	236	203	178	150
Fuji	1,018	875	836	829	899	931	970	934	906	832
Granny Smith	374	322	294	286	282	267	256	256	246	240
Cripps Pink/Pink Lady	349	287	248	285	353	397	434	446	459	443
Jazz	289	440	576	768	917	977	983	943	905	869
Pacific Beauty	351	250	177	162	149	135	127	120	113	92
Pacific Queen	351	306	223	212	220	263	291	351	456	622
Pacific Rose	819	642	529	454	424	416	399	396	390	379
Other Varieties/Unidentified	257	184	192	333	388	712	611	717	829	1084
Total Apple Area	10,761	8,996	8,766	8,539	8,485	8,632	8,470	8,324	8,372	8,429
Total Pear Area	936	722	735	412	412	431	473	441	448	403
Total	11,697	9,718	9,501	8,951	8,897	9,063	8,943	8,765	8,820	8,832
Braeburn as % of Apple Area	29.4 %	27.4 %	28.3 %	26.3 %	24.0 %	21.7 %	20.5 %	19.1 %	18.0 %	16.4 %
R. Gala as % of Apple Area	31.5 %	31.9 %	33.0 %	31.3 %	29.9 %	28.0 %	28.6 %	28.5 %	28.5 %	27.7 %

Source: PNZI

While Braeburn now comprises only 16% of total apple planted area it still accounts for about 20% of the total fresh apple export volume. The dilemma facing growers who contemplate further Braeburn tree removal is despite Free-On-Board (FOB) returns per TCE that are approximately 18% less than average over the last three years; per hectare crop yields for this variety are 20% to 25% higher than the all varieties average. In addition, per TCE expenses for Braeburn blocks can be lower than other varieties, so profitability per hectare can sometimes be comparable to higher priced varieties that yield less and cost more to grow. It is contended, with the prospect of a poor year in 2014/15 for apple prices in Europe the main market for the tart tasting Braeburn variety that the removal of Braeburn blocks will continue though.

Pears

The pear area is expected to be up three percent at 415 ha in 2014/20152013/2014 in line with expectations that new plantings will come into production.

Apple Production

MY 2014 -2014/2015

Coming from a biennial bearing “off” year in 2013/2014 New Zealand apple orchards will be back to a biennial bearing “on” year. This combined with the slightly increased harvest area is forecast to yield a total of 540,500 metric tons (MT) in 2014/2015. This would represent an eleven percent increase over 2013/2014.

Industry participants are reporting that the required winter chill arrived late, but was compressed. There have been no problematic weather events to disrupt the flowering period which is being reported as being a very good bloom, compressed in duration, but later than last year.

Potentially the crop could be heavier than the forecast but growers are likely to start a widespread, comprehensive crop thinning program with chemical flower bud thinning. In part this will be in response to offshore market information indicating that northern hemisphere apple crops will be large in 2014/2015. Growers in New Zealand will be very careful to target their crops for the most profitable markets and to moderate the amount of fruit which is potentially destined for the European and North American markets. It may mean some Braeburn blocks are programmed to be sent direct to juice processing.

MY2013 -2013/2014

Total apple production in 2013/2014 has been revised upward by 1.6% to 488,000MT. In light of the larger-than-anticipated export shipment volumes and the processing volumes already squeezed to low levels it is likely the production total and export packout rates were underestimated at the previous revision (April 2014).

Pear Production

MY 2014 -2014/2015

Pear production in MY2015 (CY2015) is forecast to increase six percent to 14,725 MT.

MY2013 -2013/2014

Pear production for 2014/2015 has been revised upward 6.7% to 13,550 MT based on higher than expected actual pear exports and stable consumption.

Grower Returns

Growers are set to enjoy a second successive year of good profitability. Profits for 2013/2014 per TCE are probably on a par with 2012/2013 but because generally production was down the per hectare or whole orchard profits would be less than 2012/2013. The industry is still enjoying a level of profitability well in excess of the annual results from the ten years prior to 2012/2013.

Reportedly the 2013/2014 exporting season has yielded prices on average just in excess of 2012/2013, but sale prices in the EU have dropped significantly in the last two months of the selling season.

Consumption

Apple consumption in New Zealand for 2013/2014 is estimated at 65,000MT, basically no change to the previous forecast. With a greater volume of domestically produced fruit in abundance during 2014/2015 it is forecast domestic consumption will increase to 70,000MT, an eight percent shift.

Production, Supply, and Distribution Tables

Apples, Fresh New Zealand	2012 2012/2013			2013 2013/2014			2014 2014/2015	
	Market Year Begin: Jan 2013			Market Year Begin: Jan 2014			Market Year Begin: Jan 2015	
(HA)/(MT)	USDA Official	Old Post	New Post	USDA Official	Old Post	New Post	USDA Official	New Post
Area Planted	8,372	8,372	8,372	8,429	8,429	8,429		8,685
Area Harvested	8,275	8,275	8,275	8,325	8,325	8,325		8,585
Bearing Trees	0	0	0	0	0			
Non-Bearing Trees	0	0	0	0	0			
Total Trees	0	0	0	0	0	0		0
Commercial Production	515,777	515,777	515,777	465,000	465,000	472,500		525,000
Non-Comm. Production	15,500	15,500	15,500	15,500	15,500	15,500		15,500
Production	531,277	531,277	531,277	480,500	480,500	488,000		540,500
Imports	900	873	873	1,100	1,100	1,000		1,000
Total Supply	532,177	532,150	532,150	481,600	481,600	489,000		541,500
Fresh Dom. Consumption	67,677	67,650	67,650	46,100	65,100	65,000		70,000
Exports	322,136	322,136	322,136	320,000	301,000	310,500		326,500
For Processing	142,364	142,364	142,364	115,500	115,500	113,500		145,000
Withdrawal From Market	0	0	0	0	0	0		0
Total Distribution	532,177	532,150	532,150	481,600	481,600	489,000		541,500
TS=TD		0	0		0	0		0

Note: Data included in this report is not official USDA data. Official data can be found at http://www.fas.usda.gov/psd

Pears,	2012	2013	2014

Fresh New Zealand (Ha/MT)	2012/2013 Market Year Begin: Jan 2013			2013/2014 Market Year Begin: Jan 2014			2014/2015 Market Year Begin: Jan 2015	
	Official Data	Old Post Estimate	New Post Data	Official Data	Old Post Estimate	New Post Data	Official Data	New Post Data
Area Planted	400	448	448		403	403		415
Area Harvested	400	448	448		403	403		415
Bearing Trees	0	0	0		0	0		
Non-Bearing Trees	0	0	0		0	0		
Total Trees	0	0	0		0	0		0
Commercial Production	12,500	14,256	14,256		12,500	13,350		14,525
Non-Comm. Production	200	200	200		200	200		200
Production	12,700	14,456	14,456		12,700	13,550		14,725
Imports	3,700	3,465	3,465		3,700	3,700		3,250
Total Supply	16,400	17,921	17,921		16,400	17,250		17,975
Fresh Dom. Consumption	10,000	10,200	10,200		10,000	10,000		10,200
Exports	4,500	4,721	4,721		4,500	5,350		5,000
For Processing	1,900	3,000	3,000		1,900	1,900		2,775
Withdrawal From Market	0	0	0		0	0		0
Total Distribution	16,400	17,921	17,921		16,400	17,250		17,975
TS=TD			0			0		0

Note: Data included in this report is not official USDA data. Official data can be found at http://www.fas.usda.gov/psd

Processing

The lower volume of apples available in 2012/2013 and the push by exporters to ship as much fruit as they could has seen processing volumes squeezed. This revision of the 2013/2014 number estimates the processing volume at 113,500MT, down two percent from the previous forecast. It is likely with the greater volume of crop available in 2014/2015 that processing volumes will return to a normal level at 145,000MT (28% up year-on-year). If very strict grading is used to divert fruit away from export markets in 2014/2015 there is upside potential to this forecast.

Trade

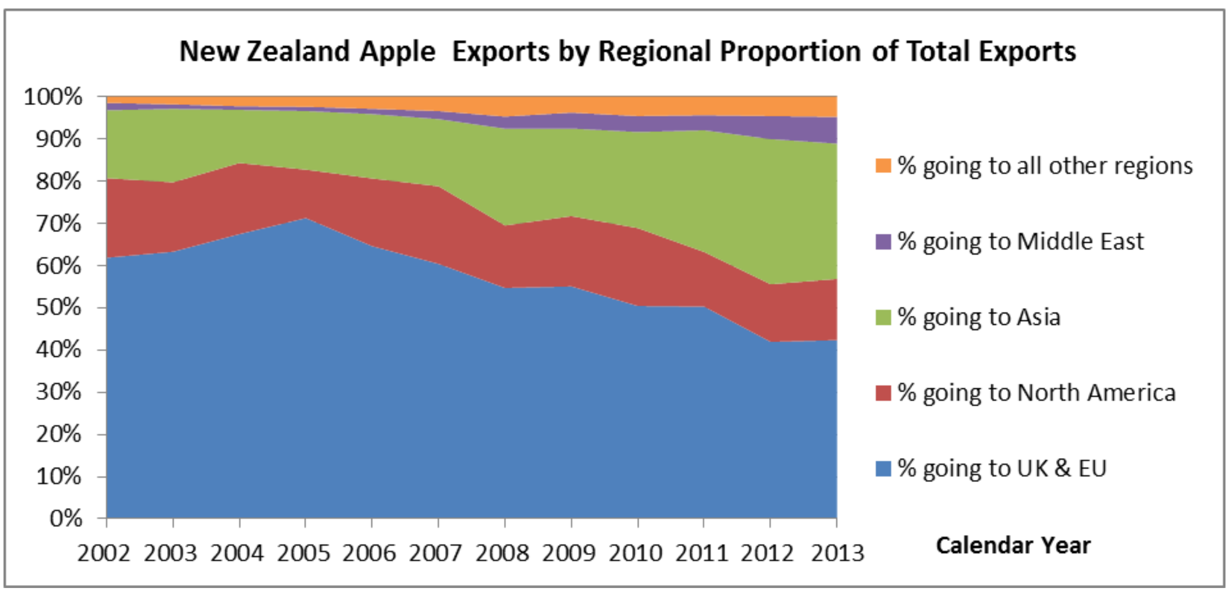
Apple Exports

It may be difficult for prices to maintain their current levels in 2014/2015 if exporters are to ship a forecasted export volume of 326,500MT which will be five percent greater than 2013/2014 volume. This will be made all the more difficult with the anticipated large harvest of apples in the Northern Hemisphere.

The New Zealand export volume could undoubtedly go higher if allowed, but growers will most likely control export volume and fruit size by comprehensive thinning programs (both hand and chemical); distributing a larger volume onto the local market; and diverting a higher proportion of the total crop to processing.

Given the current price and production scenario, growers are expected to be conservative if not cautious during the coming year by not over-cropping trees; and by paying particular attention to chemical and management programs to carefully target fruit for the highest value markets. These markets are generally in Asia such as Taiwan, Japan, Vietnam, Singapore, China/Hong Kong, and Indonesia.

The countries mentioned above often have onerous SPS-based market access conditions which require specialized orchard and pack house management programs during the growing season and post-harvest. The industry believes it is almost unique among apple producing nations in being able to meet EU requirements for very low chemical residues, as well as the tough quarantine pest conditions for access to many Asian markets with the same fruit.



Source: GTA

It is likely there will be a resumption of the trend to less reliance on the UK and European markets in 2014/2015 by New Zealand apple exporters. From 2004/2005 to 2011/2012, consistently better returns in Asia have fueled a trend to replace European markets with ones in Asia. Relatively good pricing in Europe over the last 18 months has halted this trend, but those prices have begun to come under pressure in August through September 2014. There is a now a considerable risk that unless the big northern Hemisphere crop clears the markets satisfactorily then there will be a continuation of poor pricing for New Zealand apples entering North America and Europe in 2014/2015.

The slightly later flowering time for the 2014/2015 crop won't help exporters aiming to get fruit to Asia as early as possible but may give them a few extra weeks' leeway to get a better supply and demand balance in Europe.

Looking back at 2013/2014 apple exports have been revised up by three percent to 310,500MT based on actual exports to date which are ahead of expectations. Sources indicate that because of strong offshore pricing early on in the shipping season every bit of fruit that could be found of saleable standard has been shipped. Now that prices have plummeted in Europe some growers who have had fruit shipped late into Europe (August to October 2014) may now wish they hadn't bothered.

New Zealand Export Statistics For Fresh Apples							
For Calendar Years: 2011 - 2013							
Partner Country	Quantity (MT)			% Share			% Change
	2011	2012	2013	2011	2012	2013	2013 over 2012
Total for EU & Europe	105,596	76,155	92,432	35.3%	26.8%	28.7%	21.4%
United Kingdom	46,171	44,024	43,923	15.4%	15.5%	13.6%	-0.2%
United States	33,210	33,811	38,788	11.1%	11.9%	12.0%	14.7%
Thailand	14,850	21,940	27,078	5.0%	7.7%	8.4%	23.4%
United Arab Emirates	8,103	13,169	18,096	2.7%	4.6%	5.6%	37.4%
India	12,041	18,122	15,048	4.0%	6.4%	4.7%	-17.0%
Hong Kong	16,235	14,007	11,395	5.4%	4.9%	3.5%	-18.6%
China	272	1,513	9,856	0.1%	0.5%	3.1%	551.4%
Taiwan	18,152	12,217	8,858	6.1%	4.3%	2.7%	-27.5%
Singapore	6,310	7,387	8,148	2.1%	2.6%	2.5%	10.3%
Canada	5,537	4,989	7,918	1.8%	1.8%	2.5%	58.7%
Malaysia	6,530	7,169	7,213	2.2%	2.5%	2.2%	0.6%
Russia	4,711	4,586	6,422	1.6%	1.6%	2.0%	40.0%
Indonesia	3,624	3,795	3,860	1.2%	1.3%	1.2%	1.7%
Vietnam	2,134	2,969	3,794	0.7%	1.0%	1.2%	27.8%
Japan	143	2,023	2,362	0.0%	0.7%	0.7%	16.8%
Fiji	1,371	1,701	2,204	0.5%	0.6%	0.7%	29.6%
Sri Lanka	973	1,683	2,194	0.3%	0.6%	0.7%	30.4%
New Caledonia	1,722	1,310	1,700	0.6%	0.5%	0.5%	29.8%
All Other Countries	11,770	11,879	10,846	3.9%	4.2%	3.4%	-8.7%
World Total	**299,452**	**284,451**	**322,136**	**100.0%**	**100.0%**	**100.0%**	**13.2%**

Source: GTA

New Zealand Export Statistics for Fresh Apples							
Year To Date: January - August							
Partner Country	2012		2013		2014		Qty % change '14 over '13
	Quantity (MT)	% share of Tot. Qty	Quantity (MT)	% share of Tot. Qty	Quantity (MT)	% share of Tot. Qty	
Total EU excl UK	75206	27.0%	90659	28.8%	87655	29.0%	-3.3%
United Kingdom	44024	15.8%	43923	14.0%	41548	13.8%	-5.4%
United States	33768	12.1%	38744	12.3%	40345	13.4%	4.1%
Taiwan	12217	4.4%	8858	2.8%	19876	6.6%	124.4%
Thailand	19445	7.0%	24222	7.7%	17178	5.7%	-29.1%
India	18080	6.5%	15027	4.8%	12466	4.1%	-17.0%
UAE	13169	4.7%	17906	5.7%	11422	3.8%	-36.2%
Hong Kong	13851	5.0%	11034	3.5%	10563	3.5%	-4.3%
Singapore	7002	2.5%	7706	2.4%	8455	2.8%	9.7%
Russia	4460	1.6%	6317	2.0%	8144	2.7%	28.9%
Vietnam	2947	1.1%	3303	1.0%	7901	2.6%	139.2%
Canada	4989	1.8%	7918	2.5%	7664	2.5%	-3.2%
Malaysia	6536	2.3%	6708	2.1%	6568	2.2%	-2.1%
Indonesia	3774	1.4%	3770	1.2%	2960	1.0%	-21.5%
Japan	2015	0.7%	2362	0.8%	2604	0.9%	10.2%
China	1513	0.5%	9793	3.1%	1966	0.7%	-79.9%
All Other Countries	15654	5.6%	16481	5.2%	14493	4.8%	-12.1%
World Total	**278653**	**100.0%**	**314729**	**100.0%**	**301808**	**100.0%**	**-4.1%**

Source: GTA

Apple Imports

Apple imports are expected to be stable at 1,000MT for both 2013/2014 and 2014/2015.

New Zealand Import Statistics for Fresh Apples							
Calendar Year To Date: January - August							
Partner Country	Quantity			% Share			% Change
	2012	2013	2014	2012	2013	2014	2014/2013
New Zealand	0	71	21	0.00	28.48	52.39	- 70.16
United States	185	176	19	97.37	71.12	47.61	- 89.14
Australia	5	0	0	2.63	0.00	0.00	0.00
India	0	1	0	0.00	0.40	0.00	- 100.00
World Total	190	248	40	100.00	100.00	100.00	- 83.78

Source: GTA

New Zealand Import Statistics for Fresh Apples							
Calendar Year: 2011 - 2013							
Partner Country	Quantity(MT)			% Share			% Change
	2011	2012	2013	2011	2012	2013	2013 over 2012
United States	967	1124	777	98.25	99.56	89.06	- 30.84
New Zealand	17	0	71	1.75	0.00	8.09	0.00
Australia	0	5	24	0.00	0.44	2.74	378.08
India	0	0	1	0.00	0.00	0.11	0.00
World Total	984	1129	873	100.00	100.00	100.00	- 22.69

Source: GTA

Pear Exports and Imports

Pear exports in 2014/2015 are forecast at 5,000 MT, a 6.5% reduction from exports in 2013/2014. Even though total pear production in New Zealand is expected to increase by nine percent it is likely that much of this increase will go to processing and local consumption, leading to a decline in exportable supplies in the country.

NZ pear exports in 2013/2014 have been surprisingly strong. Based on year-to-date shipment data, post has revised its export forecast for 2013/2014 to 5,350 MT. This represents a 19% increase compared to our previous forecast.

Pear imports are still expected to reach 3,700 MT in 2013/2014. However, with higher domestic production on the market during 2014/2015, Imports are forecast to decline by 12 percent, to 3,250MT.

New Zealand Import Statistics For Pears							
Year To Date: January - August							
Partner Country	Quantity(MT)			% Share			% Change
	2012	2013	2014	2012	2013	2014	2014/2013
Australia	926	794	854	76.82	72.95	79.39	7.60
China	65	87	106	5.37	7.96	9.86	22.48
Am. Samoa	0	0	71	0.00	0.00	6.61	0.00
United States	199	181	23	16.51	16.67	2.14	- 87.28
Korea South	16	6	22	1.30	0.53	2.00	274.71
Netherlands	0	21	0	0.00	1.89	0.00	- 100.00
World Total	1206	1088	1076	100.00	100.00	100.00	- 1.12

Source: GTA

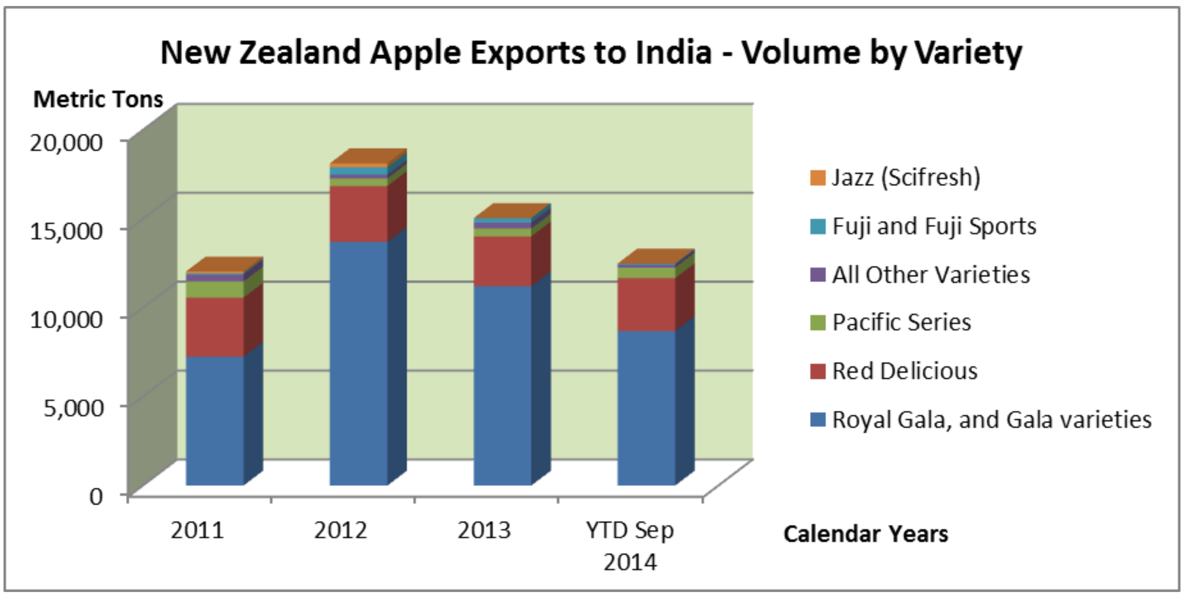
New Zealand Import Statistics For Pears
Calendar Year: 2011 - 2013

Partner Country	Quantity(MT)			% Share			% Change
	2011	2012	2013	2011	2012	2013	2013/2012
Australia	1361	1551	1520	44.19	41.60	43.85	- 2.05
United States	1263	1710	1518	41.00	45.86	43.80	- 11.26
China	365	403	321	11.84	10.80	9.27	- 20.25
Korea South	91	65	86	2.96	1.74	2.49	32.82
Netherlands	0	0	21	0.00	0.00	0.59	0.00
World Total	3081	3729	3465	100.00	100.00	100.00	- 7.08

Source: GTA

Market Access, SPS Issues, and Individual Country Analysis

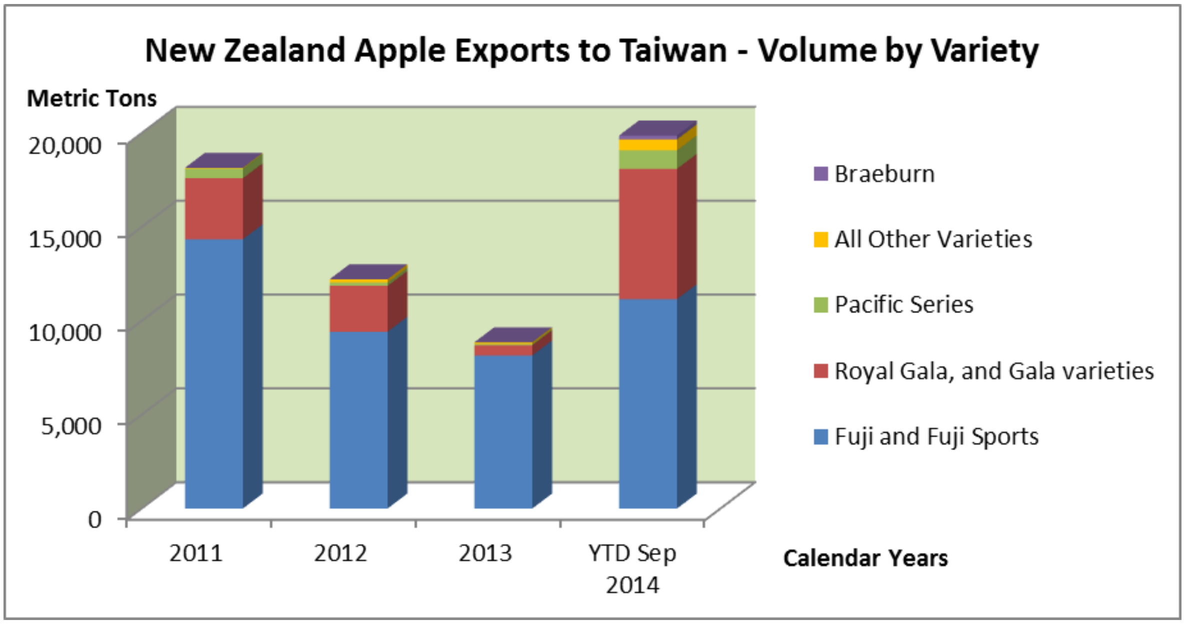
India



Since the vast majority of apple shipments from New Zealand for 2013/2014 have taken place by the end of September 2014, the year-to-date (YTD) data through the end of September is a good indication of total shipping volume.

The high tariff barrier (50 percent) still faces apples being exported to India. In addition the potential for methyl bromide treatment to be enforced by Indian officials over all apple imports still lurks in the background. It is a real threat, and if it were to be implemented by India it would have a huge potential to halt exports from NZ. So far representations to Indian officials made by the Ministry for Primary Industries (MPI) have been heard, and so far the regulations have not been enforced.

Taiwan



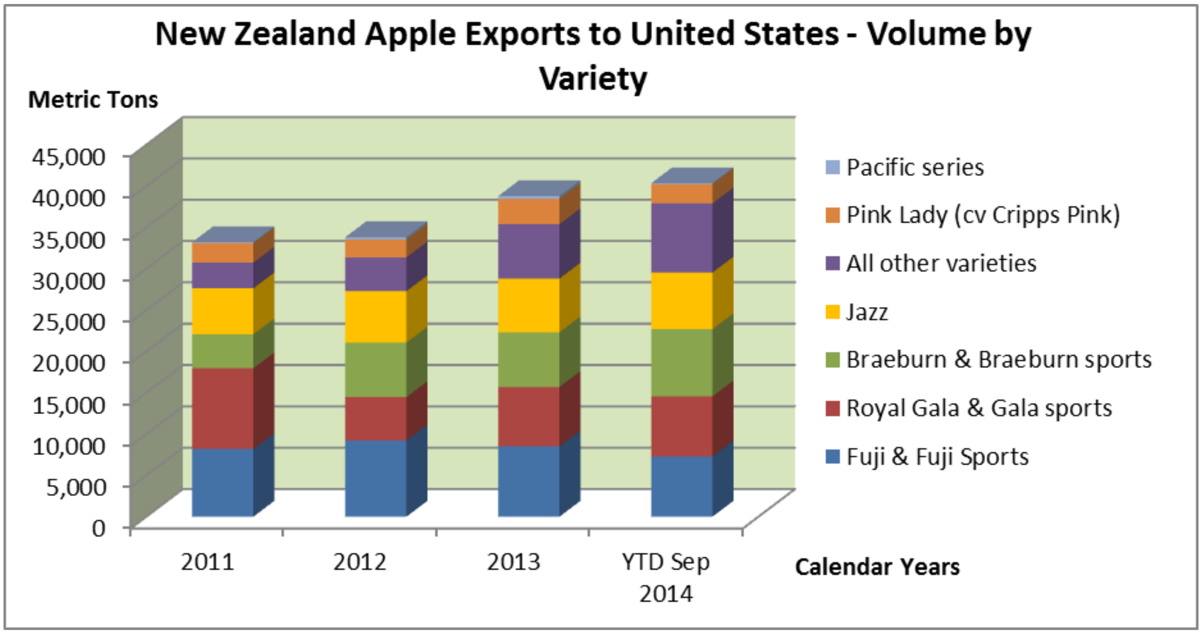
A combination of high quality fruit and the removal of the 20% tariff has been a shot in the arm for New Zealand exporters who have shipped nearly 20,000 MT of fruit to this market in 2013/2014. This level puts the performance back on a par with pre 2010/2011 volumes. In 2004/2005 and in 2007/2008, 25,762 MT and 20,599 MT of New Zealand apples respectively were shipped to Taiwan.

Apples shipped from NZ have to comply with MPI's "codling moth sensitive market program" which does create extra pressure on growers in order to comply and also achieve low chemical residues for grades of fruit within a block which may be better exported to Europe. In lieu of a fumigation condition NZ operates under a three strikes condition, whereby if codling moth is detected in three consignments the trade is shut down. MPI considers this good access as most countries are on a single strike condition.

U.S.

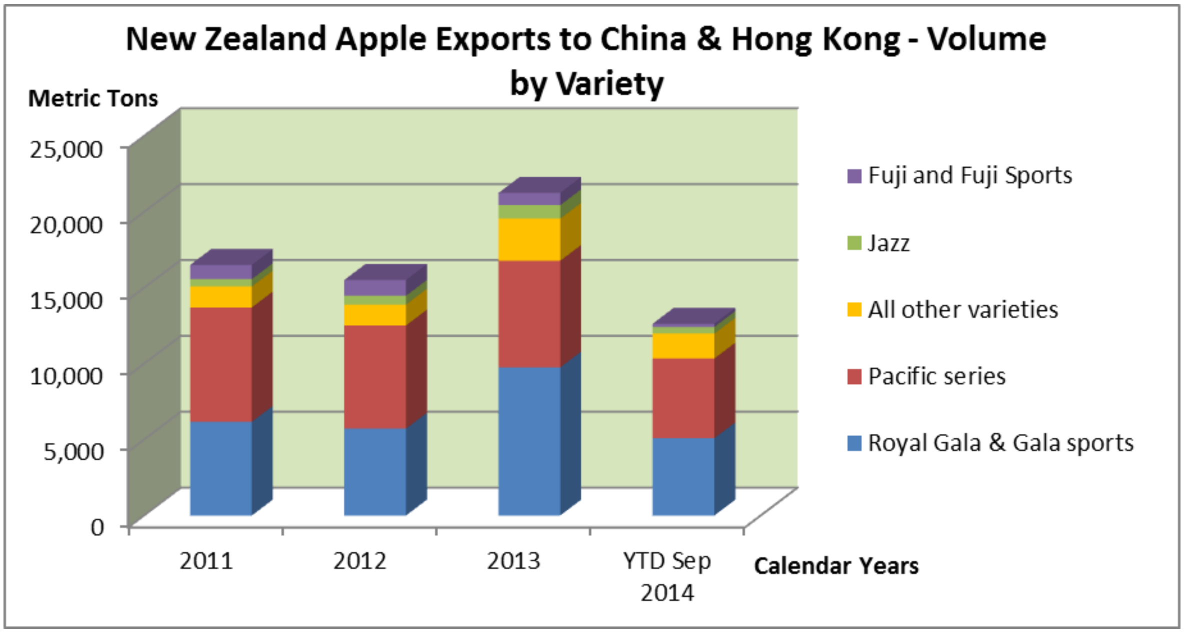
The last two marketing years (2013/2013 and 2013/2014) have been kind to NZ Exporters who have been shipping to the US with good prices and increased volumes. It is unlikely this will continue for 2014/2015 because the good 2014/2015 harvest of US fruit is likely to fill the market and narrow the window of opportunity for New Zealand fruit.

New Zealand still has the issue with the more stringent access conditions for California versus the other states because of Apple Leaf Curling Midge however MPI accepts there are technical reasons which support both sides of the issue. Some exporters are frustrated because the most cost efficient supply chain for them is via Californian ports but because of the Apple Leaf Curling Midge conditions it necessitates shipping into other ports which increases distribution costs for some destinations.



Source: GTA

China & Hong Kong

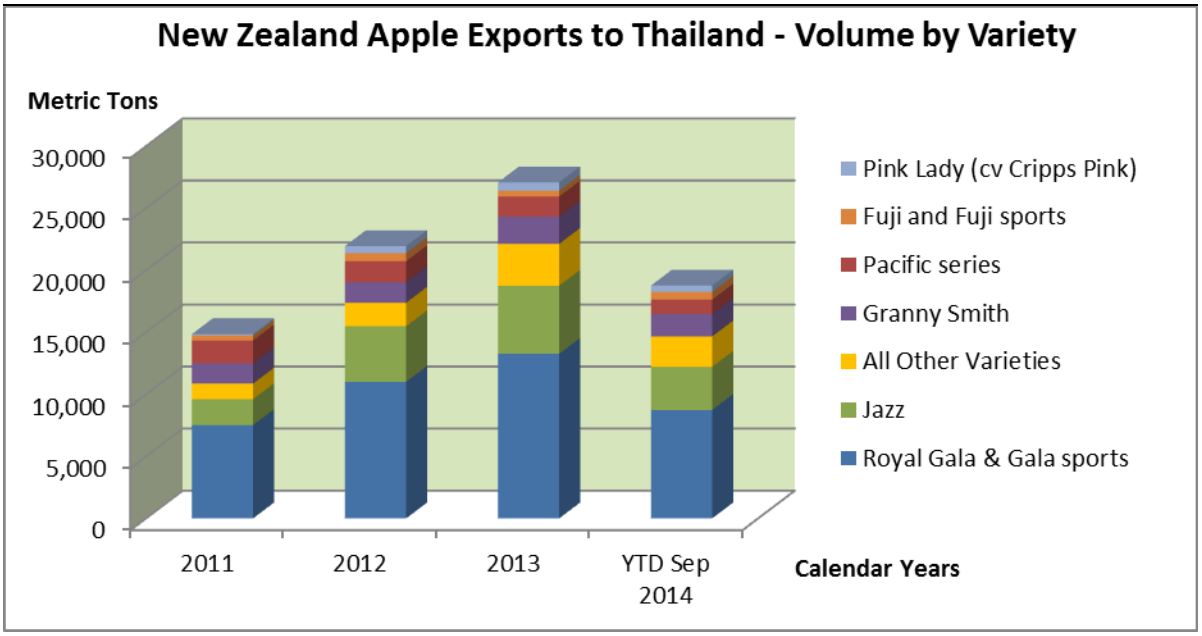


Source: GTA

The issue with the post-harvest rot caused by the fungus "Neofabraea Alba" which caused cessation of shipments to China late in 2012/2013 was resolved in March 2014. MPI working with Pipfruit New Zealand has agreed with China AQISQ to a supplementary protocol to the existing protocols governing access for NZ apples to China. The supplementary protocol requires a range of activities to be undertaken by growers, post-harvest operators, and the regulator before apples can be certified and sent to China.

With the reduced total volume of fruit available in 2013/2014 and the final protocol coming after the start of the shipping season exporters had already committed a lot of fruit elsewhere. However in 2014/2015 with the expected increased volume of exports of fruit to ship the Chinese market will once again become very important to take an increased volume.

Thailand

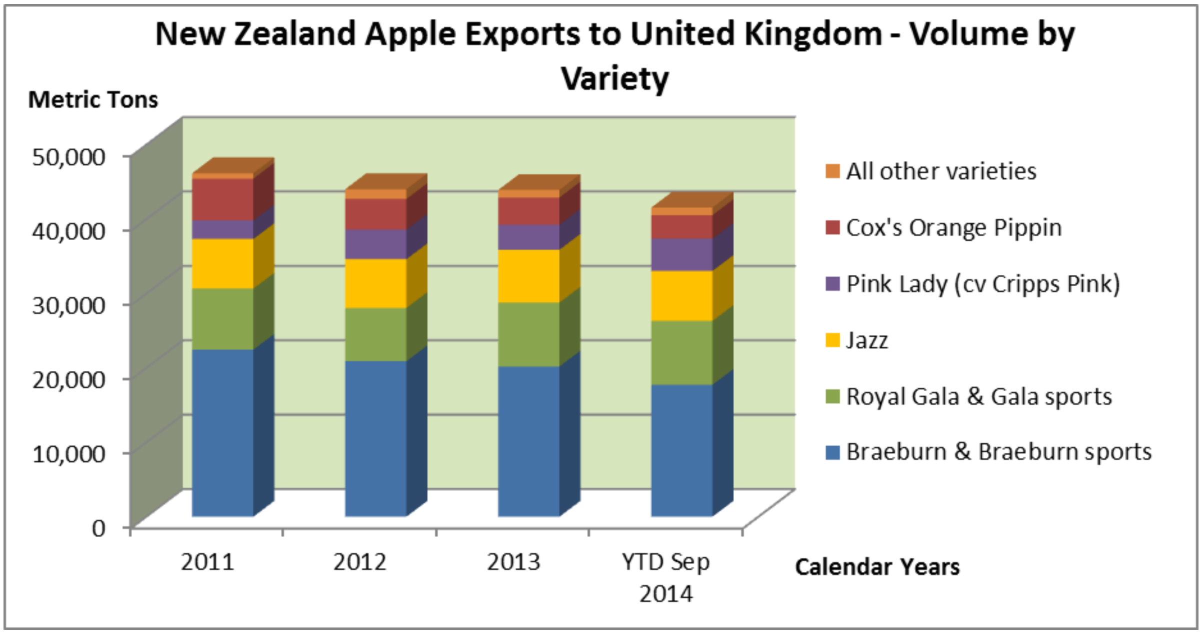


Source: GTA

Australia

In the whole of the 2012/2013 year only 67MT of apples were shipped across the Tasman from New Zealand. There is still a lot of sensitivity surrounding the phyto-sanitary protocols on both sides of the Tasman. The industry in NZ perceives the interpretation of the protocols as being overly stringent, and apple sector interests in Australia would like the status quo to remain with virtually no imports coming in. The trade figures for the 2013/2014 year to date would indicate that some exporters at least are becoming more familiar with the protocols because 399 MT have been shipped so far.

United Kingdom



Source: GTA

The UK market is featured here to contrast a traditional destination for New Zealand apples with the emerging and developing markets of Asia and the Middle East. There is predictable market access for the fruit. It is price driven and takes the traditional varieties: Braeburn, and the traditional Royal Gala variety. Achieving higher prices has revolved around the Jazz and Pink Lady varieties supplanting the traditional varieties.