

# Club varieties: Rising in the assortment

PROGNOSFRUIT – CONGRESS 2016

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*natürlich informiert.*



# The Northerners:

## Junami



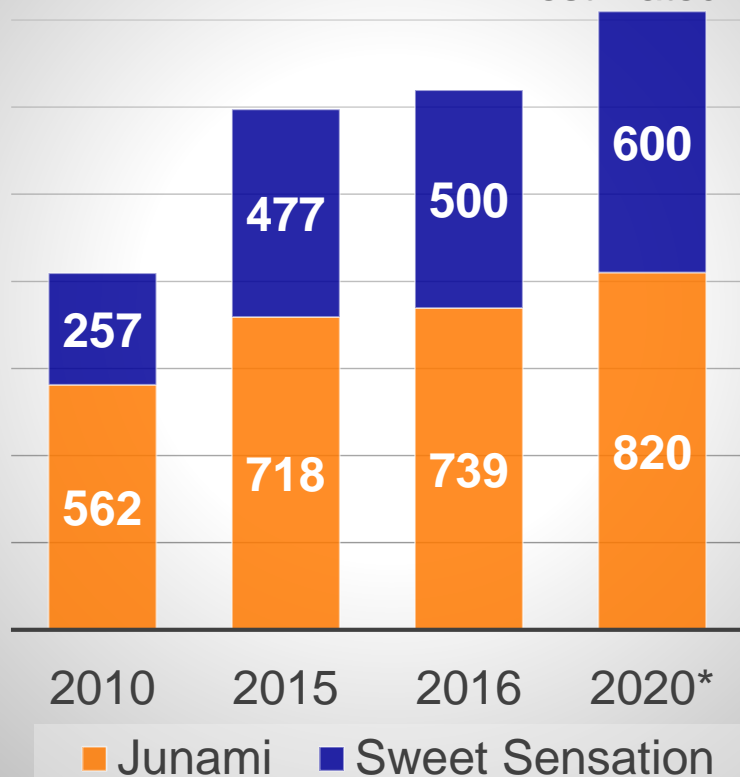
## and Sweet Sensation



Source: The Greenery

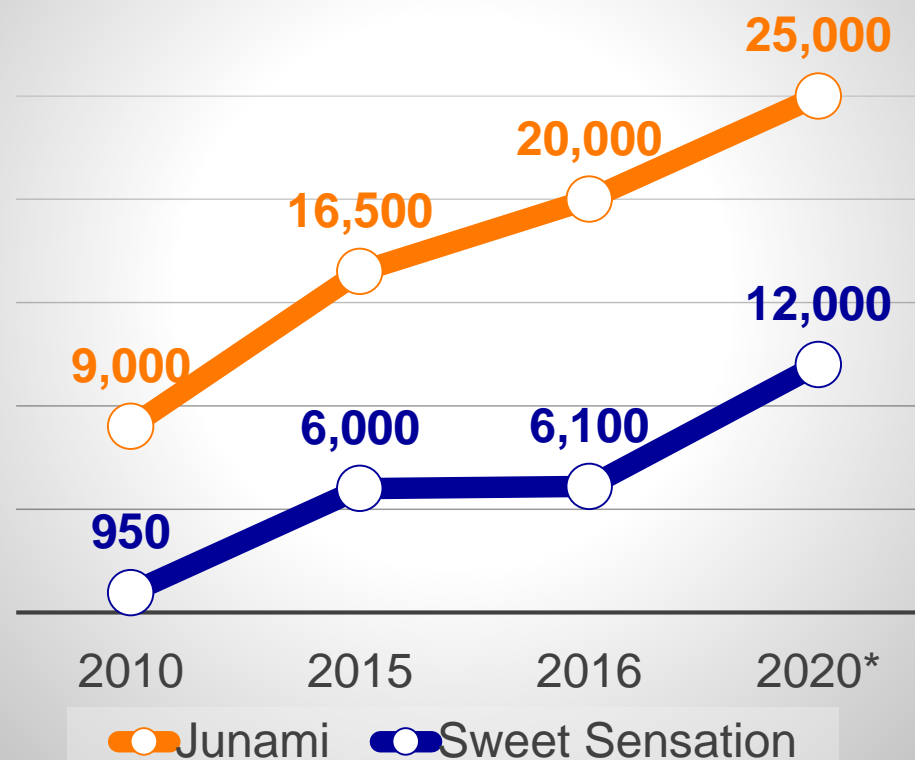
### Cultivation continues to grow (ha)

\*estimated



### Rising production (t)

\*estimated



# Invasion from the South

Source: ENZA



## Jazz: Production (t)



## Envy: Production (t)



\*estimated

## Cultivation:

2016: 50% Northern hemisphere  
2020: 57% Northern hemisphere



## Cultivation:

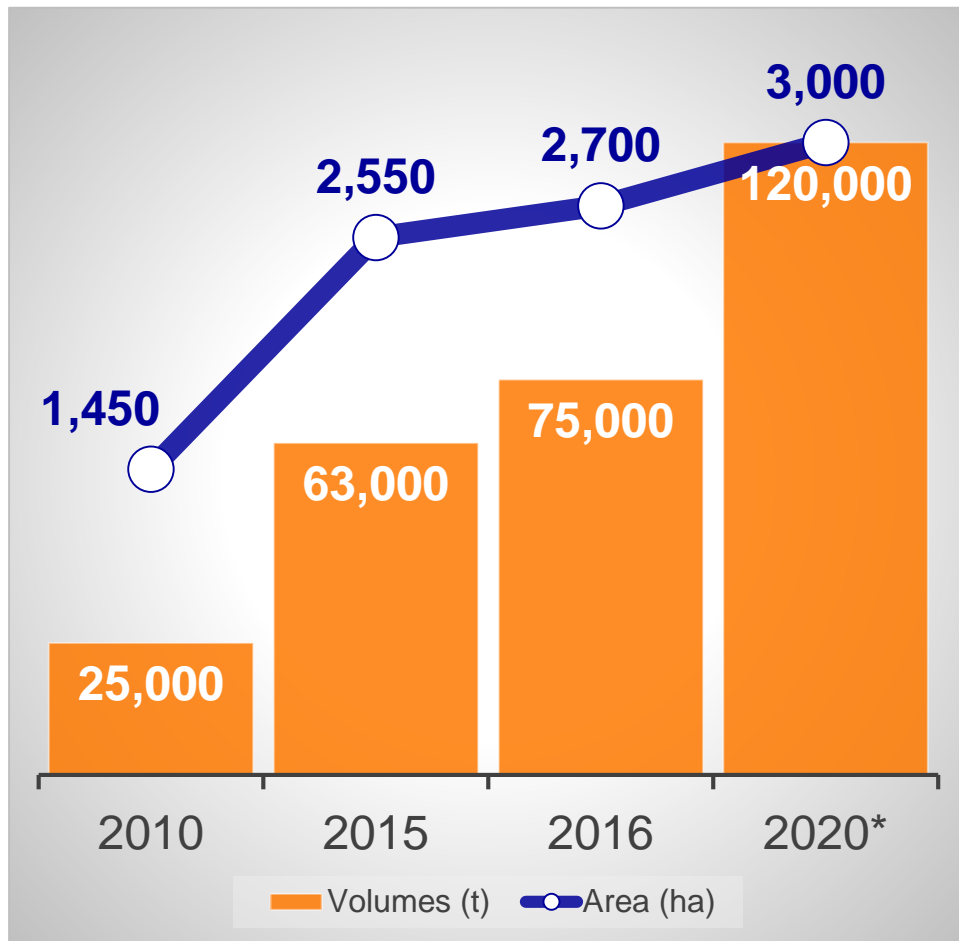
2016: 33% Northern hemisphere  
2020: 61% Northern hemisphere



# Well-established: Kanzi



# Brand-new: Migo



## Volumes

2016: 1.500 t



2020\*: 5.000 t

## Area

2015: 40 ha



2020\*: 400 ha

\*estimated

# The mother of all Club varieties:

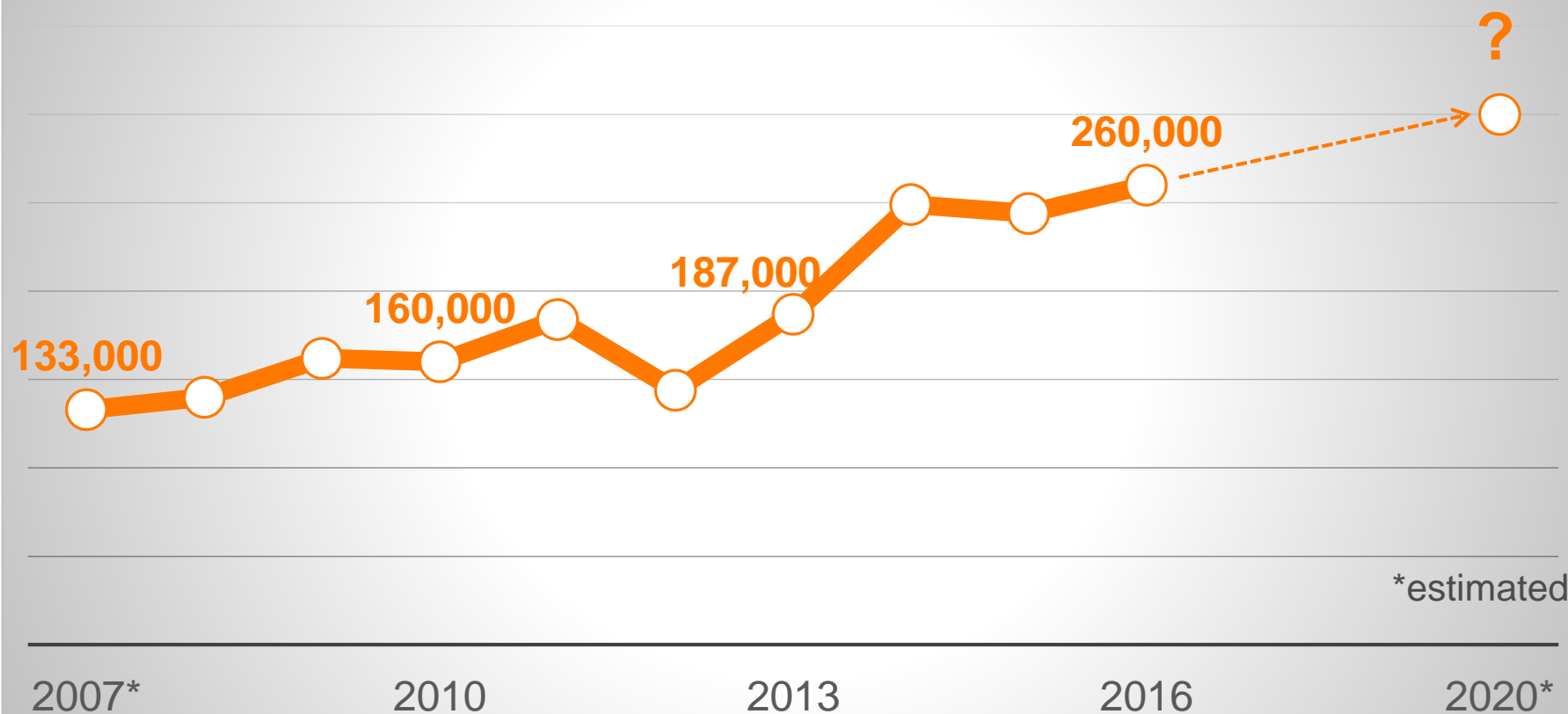
## Pink Lady



Source: Pink Lady Europe



### Cripps volumes still rising

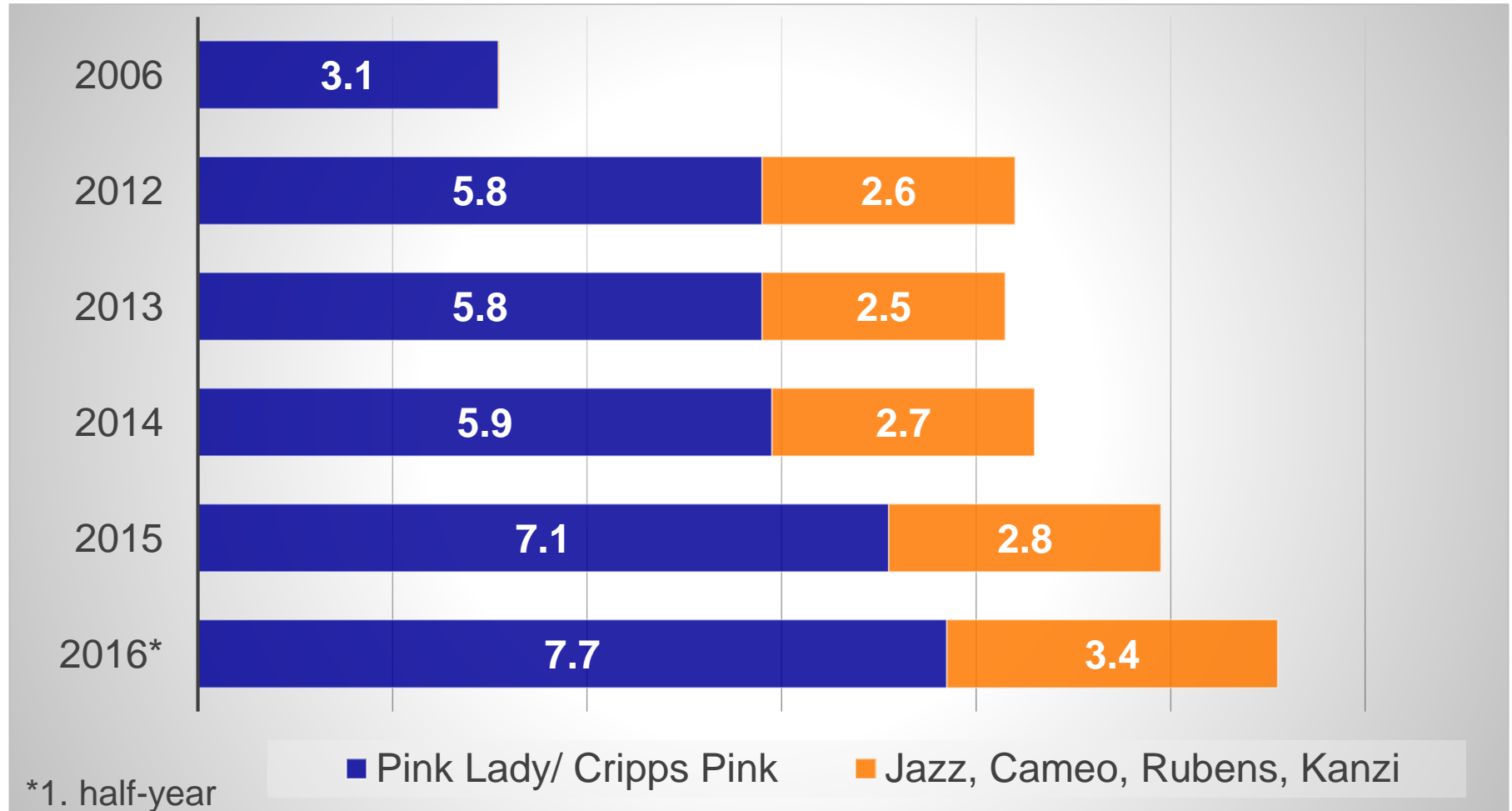


# Club varieties – Consumption in Germany



Market share in total apple consumption (%)

Source: GfK/ AMI



**... and now we look forward to a  
most interesting discussion ...**

Die Agrarmarkt Informations-Gesellschaft erstellt unabhängig und übergreifend  
aktuelle Fakten und Analysen für das gesamte Agribusiness.



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