

The organic apple and pear market in the European Union

Fritz Prem, president of Europäisches Bioobst Forum (EBF)



Prognosfruit

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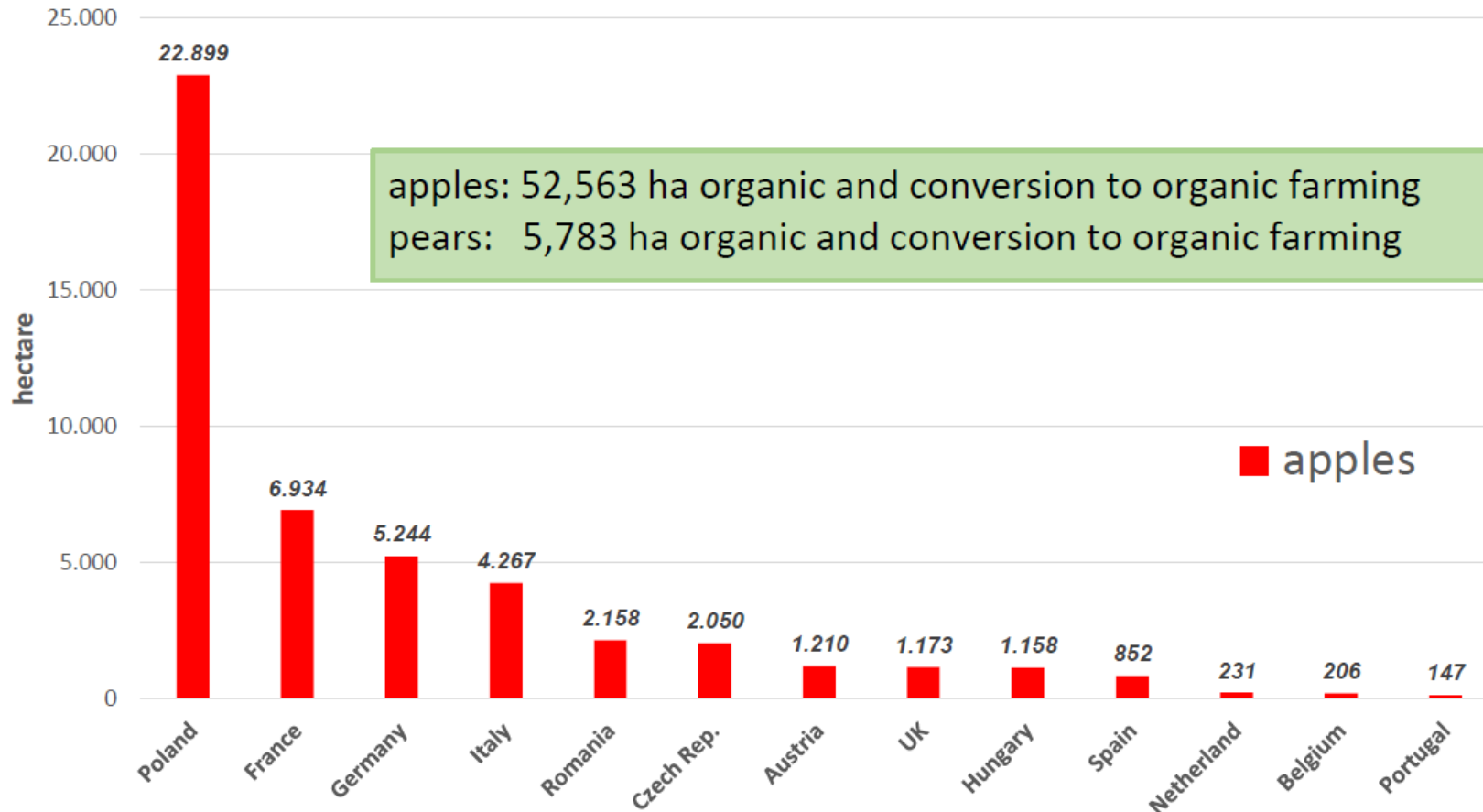
Topics

- „Rules of the game“ in the European organic apple markets
- The situation in the organic fresh fruit market for apples 2016 and 2017



Crop areas of organic apples in EU

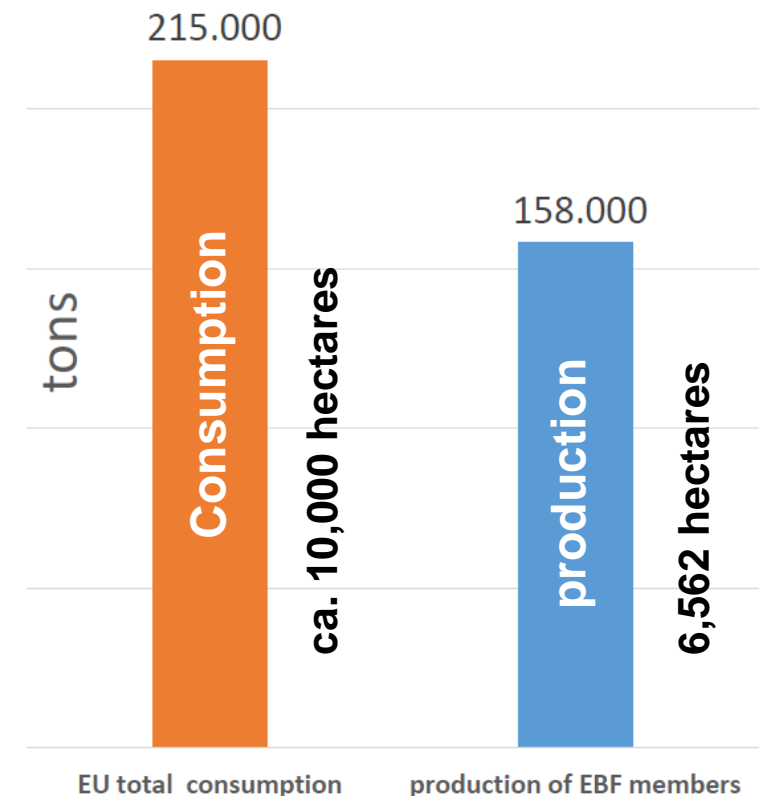
Eurostat statistic and real quantities of freshfruit organic apples



[Eurostat 07.06.2017]

EBF – the know-how in the organic sector

fresh organic apples

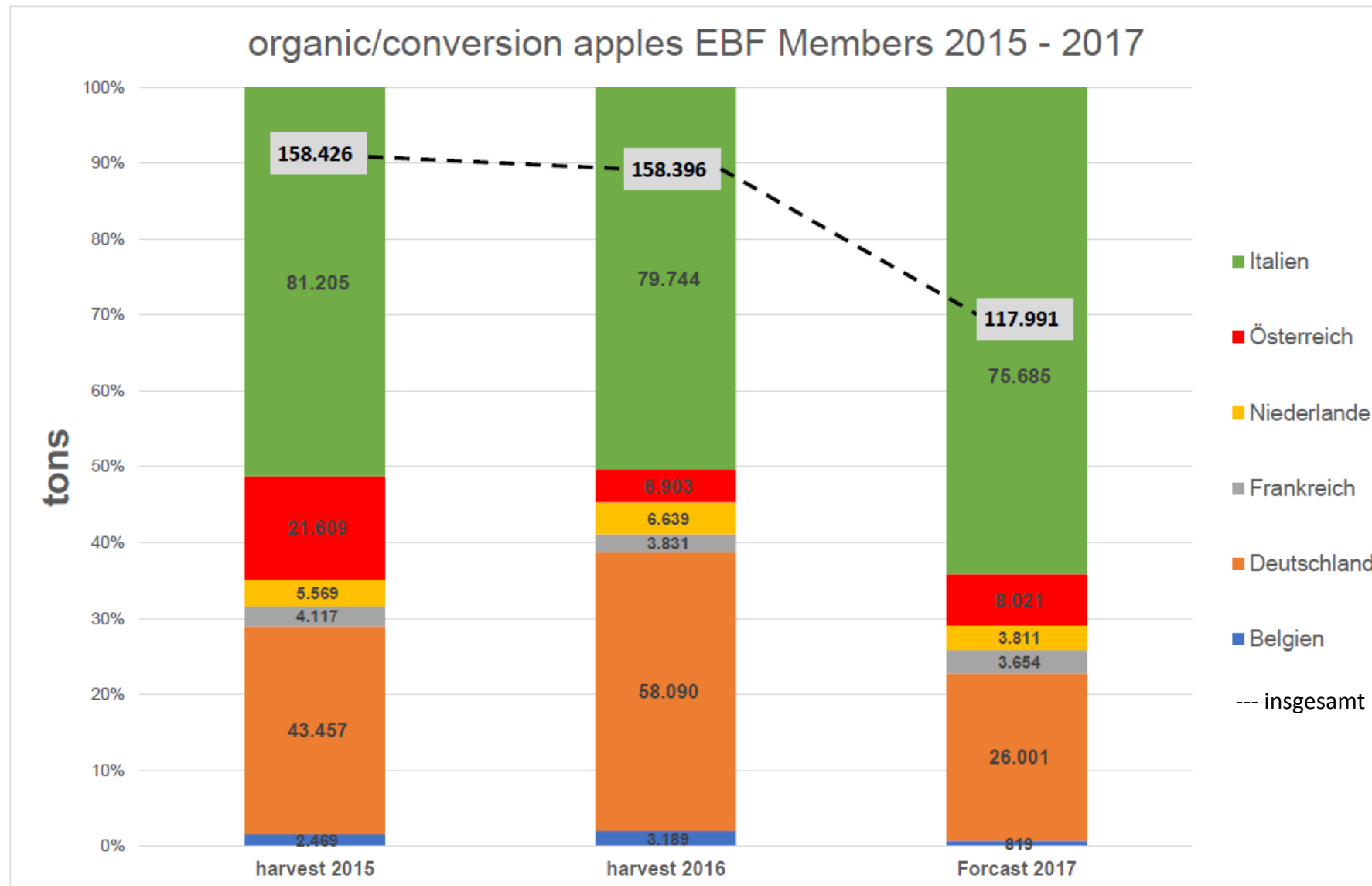


Skills of successful organic fresh fruit companies



- Organic cooperatives or organic producer organisations or grower groups
- Powerful organic fruit growers
- Strong domestic markets
- Sales from grower groups directly to food chains
- Only „safe“ organic fruit, no unknown source with „certification papers“
- Each „organic food scandal“ in EU stabilizes historic organic trade-connections

Organic apple forecast 2017 – EBF members

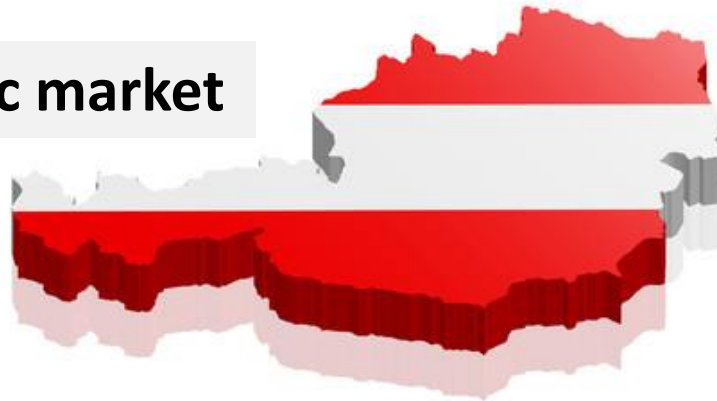


[AMI 2017.06.21]

Second year blossom-frost in Austria

- Economic consequences at

Domestic market



Export market



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Precaution 2016 - the next frost



- For growers: insurance against frost
- For storehouses, packing stations: insurances, reduce staff with an agreement with the government
- Investments in protection against blossom frost (water)
- research project for efficient frost protection
- **For all: Let's look forward!**



Europäisches Bioobst Forum European Biofruit Forum



Thank you for your attention!



[Fritz Prem, Wollsdorf 154,
AT 8181 St. Ruprecht/Raab]



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