

## **New golden apple promises rich flavours.**

### **PREVAR™ LICENSES NEW GOLDEN COLOURED APPLE VARIETY TO NEW ZEALAND'S JOHNNY APPLESEED HOLDINGS LIMITED**

A brand new golden coloured rich-flavoured apple will be available on New Zealand supermarket shelves within the next two years.

The apple is a Royal Gala by Braeburn cross and was successfully bred by fruit-science company HortResearch who are world-renowned for having successfully bred the hugely successful Jazz® and Pacific Series® apples”.

Prevar™ Limited today announced it has exclusively licensed the New Zealand local market rights for this new variety, to the well respected and successful family-owned fruit company Johnny Appleseed Holdings Limited, who operate with their highly successful Yummy® brand in the New Zealand local market.

Johnny Appleseed's Managing Director, John Paynter anticipates significant demand for the apple, which he describes as “unique”.

“There is nothing comparable available in New Zealand in terms of its very clean almost porcelain appearance, bright yellow colour with a kiss of pink blush. With a full flavour and firm crunchy texture; this apple truly hits the “sweet spot”.

The apple, which is protected through a Plant Variety Right (a kind of plant patent) under the development name PremA153, also has a trademarked brand name, which Mr Paynter said would be disclosed at a later time closer to fruit availability.

He says his company has received very positive feedback from consumers and marketers who have previewed the apple and he's confident the new Prevar™ selection is a solid investment that will be well received when it is officially launched.

“Small volumes of the new apple will be available in 2009 with more significant volumes available thereafter. We are planting large numbers of this selection together with other Prevar™ released varieties this winter”.

Prevar™ Chief Executive, Brett Ennis, says his company has been working towards commercialisation of the apple for the past two years.

“The Johnny Appleseed Company recognised its potential and together with other pipfruit companies, Heartland Fruit Limited (NZ) Ltd and Fresh New Zealand Limited [who will be sublicensed by Johnny Appleseed], put forward a commercialisation proposal to Prevar™ which was subsequently agreed,” says Dr Ennis.

Dr Ennis describes the apple as having “an elongated conical shape, a full sweet acid flavour with a refreshing, crisp and juicy texture”.

“It demonstrates an average fruit size similar to “Braeburn” apples, maturing mid-season and is a highly productive selection with good storage and shelf-life.”

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More information about Prevar™ Limited [[www.prevar.co.nz](http://www.prevar.co.nz)]

Prevar™ is the international joint venture company established to globally commercialise new apple and pear varieties emanating from the HortResearch pipfruit breeding programme. Joint venture partners include: Pipfruit New Zealand, representing the New Zealand pipfruit industry, Apple and Pear Australia Limited, representing Australian pomefruit growers, the Associated International Group of Nurseries, a global network of nursery companies located in many of the world's major fruit production areas that has developed particular expertise in the management of new fruit varieties, and HortResearch a world-renown fruit science company.

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