

**New apple promises a superb eating experience.**

**PREVAR™ LICENSES NEW APPLE VARIETY TO THE SEVENTEEN LTD COMPANY**

Prevar™ Limited today announced it has exclusively licensed the New Zealand local market and export rights for a new apple variety with the development name PremA17, to the New Zealand Company; Seventeen Limited.

The apple was bred by fruit-science company HortResearch [now Plant & Food Research] who are world-renowned for having successfully bred the hugely successful Jazz® and Pacific Series® apples.

The Seventeen Ltd Company comprises nine NZ pipfruit companies each with equal shareholding and includes: D M Palmer NZ Ltd, ENZA Ltd, FreshCo Ltd, FreshMax NZ Ltd, Fresh New Zealand Ltd, Heartland Group Ltd, Johnny Appleseed Holdings Ltd, Mr Apple New Zealand Ltd and PickMee Fruit Company Ltd. This new company has been formed for the express purpose of commercializing this new apple.

Company Chairman, John McCliskie believes that because the apple has a full acid-sweet flavour profile, is refreshing and juicy and has a stunning crunchy texture, it will have very wide consumer appeal. “This apple also has superb storage and shelf life easily retaining its quality and is a robust, grower-friendly selection.” says Mr McCliskie.

The apple, which is protected through a Plant Variety Right (a kind of plant patent) under the development name PremA17, does not yet have a trademarked brand name; this will be disclosed at a later time closer to fruit availability. Seventeen Ltd will work closely with Prevar™ to select a trademark/brand for this new apple.

“PremA17 c.v. is a very early maturing red bicolour apple with exceptional texture and flavour; it sets a new eating experience benchmark.” says Prevar™ CEO Dr Brett Ennis. “Like many Prevar™ selections, this apple is currently under trial throughout the world. Prevar™ has received very positive feedback from testing site evaluators, consumers and fruit marketers who have previewed the apple” says Dr Ennis.

These apples are expected to be available on New Zealand supermarket shelves and available for export within the next two to three years.

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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 [now Plant & Food Research] 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 Plant & Food Research a world-renowned fruit science company.

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**For more information contact:**

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