



Fresh Apple Emotion

KIKU® Kicks Off!

A breath of fresh air has blown into the South African apple world with the establishment of the South African KIKU® partner grouping, a joint effort between five local exporters to promote and export the KIKU® range. KIKU® partners in the southern and northern hemisphere will ensure that only apples conforming to specific internal and external quality standards will be packed and promoted under the trademark.

Further impetus is given to this venture with the news that KIKU® will also be sold on the local market. The five exporters involved are **Dutoit Group (Pty) Ltd, Fruitways (Pty) Ltd, Colors Fruit SA (Pty) Ltd, Tru-Cape Fruit Marketing and Capespan Exports.**

The challenge is to promote planting of the variety among growers in all South African production regions, with KIKU® partners assisting growers to plant this variety over the next four to five years. Information on the variety will be transferred at field days and at various grower club meetings.

KIKU® general manager Dr Jürgen Braun said, "We're really excited about our collaboration." According to Capespan Exports commercial manager Stephen Brink, using the KIKU® trademark to distinguish a superior product is a secure way of achieving a premium market price, resulting in a higher net farm producer income.



From left to right : Kobus Meiring – Tru-Cape, Liza Matthews – TopFruit, Thomas Mouton – Colors, Peter Alderman – TopFruit, Stephen Brink – Capespan, Chris Moodie – Fruitways, Gysbert du Toit – Dutoit Group

The driving force behind the collaboration is the desire by all the parties involved to be part of an effort to promote superior tasting quality fruit. The initiative to promote fresh produce will have a positive effect on the returns to the growers. The five partners have agreed to ensure that quality is maintained, service is of the highest order, and that all promotions enhance grower value. All the partners will cooperate in the market, working together to guarantee a year round supply. The role of TopFruit® will primarily be administrative by nature, collating all the export shipments, reporting on the figures to the exporters, local marketing, and running the company that is formed for KIKU® SA.

KIKU® is the trademark of a new apple variety in South Africa, with the first plantings of these trees taking place in 2005, and the first exports destined for 2010. The best apples are red, firm, juicy and sweet. KIKU® branded apples stand out from the crowd with a distinct striped, ruby-red colouring over a large amount of the fruit. These features all have a positive effect on your senses as you enjoy a KIKU® branded apple.

In 1990 Luis Braun, the South Tyrolean apple expert, was travelling through Japan when he discovered a branch in a Fuji orchard. That branch was as a natural mutant called Fuji KIKU®8 Brak(S). In South Tyrol apples from this branch also developed a particularly attractive colouring. Long years of tests were to follow, in collaboration with research institutes, combined with continuous reconstruction work on the mother trees, all selected with painstaking care and precision. Today the result is consistent plantations, all producing quality apples.



The KIKU® trademark and logo is protected throughout the world. Its use guarantees both product recognition and traceability through the KIKU® label which the licensed tree nursery owner puts on every tree, and an attractive point of sales presentation. Demand for KIKU® always exceeds current production levels and advertising for KIKU® targeting consumers is continually on the increase to keep pace with increasing production levels.

www.kiku-apple.com