

DALIVAL

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EDITO



Environmental and societal pressure, the need to differentiate ourselves with innovative and more qualitative products and the loss of many phytosanitary molecules

are forcing our industry to reinvent itself and to find sustainable solutions to ensure profitability for our farms. The varieties planted in our orchards are essential elements of this success.

I am passionate and I have been involved in developing new varieties for Dalival for 25 years now, and I am very confident that Story® Inored P.V.R. is a great variety for the future.

It ticks all 4 essential boxes that make a variety successful:

- Adaptation to the needs of modern fruit farming in terms of reduced phytosanitary inputs and agronomic potential.
- Adaptation of the product for an industrial process in packhouses with very high grade-outs and low susceptibility to bruising.
- Outstanding storage potential and excellent shelf life in supermarkets and in consumers' homes.
- Eating qualities are recognised by consumers in Europe, Asia, Arabian Peninsula and many other countries.

Story® Inored is a fantastic opportunity for both conventional and organic growers in all the warm Mediterranean areas. It is the beginning of a great story!

Frédéric Michaud,
*Manager for Dalival's subsidiaries
and in charge of the Italian market manager*

POMM SCOPE

ENTER IN THE NEW GENERATION OF ORCHARD 3.0 WITH STORY® INORED P.V.R.



ORIGIN: Story® Inored P.V.R. is the result of long research and selection work done by French scientists at INRAE in Angers, with the financial support of NOVADI, which groups together all the French tree nurseries and is in charge of the development and marketing of the variety in Europe and worldwide.



Orchard in 3rd leaf (estimated crop 80 tonnes / ha)

The apple variety **INORED P.V.R.** benefits from the Patent for the protection of Community plant varieties in accordance with the provisions of EC Regulation No. 2100/94 of July 27, 1994 (Plant Variety Certificate No. 40661 issued on 04/20/2015). **STORY®** is a registered international trademark (No. 1089194) owned owned by NOVADI (France).

NOVADI, brings together most of the French tree nurseries. Once the varieties are selected, Novadi is responsible for both the development and marketing of these new cultivars in Europe and the World.



REASONS FOR THE SUCCESS OF STORY® INORED P.V.R.

AGRONOMIC QUALITIES OF A VERY HIGH LEVEL



- Very high productivity
- Low susceptibility to biennial bearing when the crop load is controlled
- Resistance to scab (Rvi6 gene)
- Fairly low susceptibility to Nectria canker
- Exceptional level of colour.

ADAPTATION TO VERY HOT SUMMER CLIMATES

- Story® Inored P.V.R. is very resistant to high summer heat
- Very high colour intensity
- The variety is not very susceptible to sunburn.



VERY EASY TO PICK

- Ideal picking date between Braeburn and Fuji
- Very wide picking window without fruit drop
- Its long stalk makes picking less difficult
- Very firm and solid fruit, not very susceptible to bruising.

A VERY ATTRACTIVE FRUIT

- Very good colour intensity
- Very attractive red colour
- Very smooth and clean skin (no russetting)
- Very good fruit shape.



A FRUIT WITH EXCELLENT EATING QUALITIES

- Very sweet: 13.6°Brix at harvest (average of the 2018, 2019 and 2020 harvests at the Agrion Station in Piedmont, Italy)
- Very good flavours
- Very good firmness without «mealy» fruit
- Very good quality consistency between all apples in the same batch
- Very positive feedback from consumers on the variety.

EASY HANDLING IN THE PACKHOUSE

- The apples are robust and adapt well to the packhouse process
- The good behaviour to bruising combined with the exceptional grade-out allows for increased packing speed and very good profitability in packhouses.

EXCEPTIONAL STORAGE POTENTIAL

- 10 months in a standard cold store without MCP, at a temperature equal to or higher than +3°C (significant risk of internal browning at temperatures below 3°C)
- Excellent shelf life in supermarket displays and at the consumers'.



PRODUCERS AND MARKETERS TALK ABOUT STORY® INORED P.V.R.

Testimony of Jacques Mestre
- MESFRUIT company (France):

«We were looking for a variety for our organic orchard that would be both scab resistant and with good colour potential, as our orchards are in the south-east of France, and Story® Inored ticked these two boxes. And indeed, in the orchard, its resistance to scab limits the number

of sprays. In terms of top fruit colour, even in very hot seasons like the one we had this summer, there was no problem. In addition, the apples can all be harvested in one pick. At the packhouse, we have a very good grade-out of more than 85% and an excellent storage in normal cold stores, which limits the energy cost and which is in fact very significant. Customers are satisfied with the very good eating qualities of the fruit and the very good



Interview with Giordanino Marco, technical advisor and founding partner, and with Madala Remo of BIOFRUIT SERVICE, a company specialised in the production, storage and processing of organic and biodynamic fruit (Italy).

You have been an organic fruit grower for several years, what do you think of the variety Story® Inored P.V.R. and why did you decide to plant it?

Story Inored is a very interesting variety for our group, both as an innovative apple and for its picking date. We decided to plant this variety in 2016 following the eradication of kiwi by PSA Piedmont, which was one of the most widespread species. The picking date of Story® Inored coincided perfectly with that of the kiwifruit and kept the workers busy at that time of the year.

What is your experience with Story® Inored P.V.R.?

This variety has already given us excellent results as it is very productive and has high grade-outs. The scab resistance allows us to save money in the plant protection programme, even if other problems can occur: we have indeed noticed that in our region the variety is susceptible to mildew.



What can you tell us about storage?

Story® Inored has a very good long-term storage potential. Storage must be carried out at specific temperatures, not below 2°C. Indeed, there is a risk that «cavities» may develop in the flesh, together with internal browning, making the fruit unsuitable for sale.

What is your opinion on the fruit and its qualities?

In terms of internal qualities, Story® Inored is an apple that in our region has very high sugars. Levels of 14.5° / 15.5° Brix are easily reached, which is very appreciated by the younger consumers. It is an apple, I repeat, that has very high grade-outs, 95%, which make it easy to pack.

What is the feedback from your customers?

Our customers are looking for new varieties in order to be seen as «innovative». The biggest difficulty we face is to make the variety known to

consumers, especially since in the apple industry there have been many innovations in a short period of time. I consider Story® to be a very competitive apple, it has a distinctive colour, a long stalk, a special taste and at the same time a very, very high consistency combined with an outstanding storage potential, characteristics that can really make the difference for the years to come in the development of this variety.

Do you have an interesting technical and economical return in your business with Story® Inored P.V.R.?

At the moment it is interesting to compare it to other apple varieties we have in production, because it allows us to have a fruit to harvest as a replacement for kiwi, as mentioned earlier, and especially for its high productivity and low waste during harvest. To really assess an economic return, however, I would like to say that in the coming years we will have to assess the development in terms of market that this apple can have, which must in some way really be able to compete with all the new varieties that are and will be on the market.

Stefano Arnaudo, fruit grower of the company Bioarnaudo and Silvio Rivoira of the company Biorivoira Az Agr. specialising in the production, storage and processing of organic fruit (Italy).

You have been an organic fruit grower for several years, what do you think of the variety Story® Inored P.V.R. and why did you decide to plant it?

Story® Inored is an interesting variety for us because it is easy to grow with very few agronomic problems and excellent yields.

Why did you decide to plant Story® Inored P.V.R. in your orchard?

When we planted it in 2015 it was a bit of a gamble. We were looking for scab resistant varieties to overcome the great difficulties in growing organic apples. Our main objective was to reduce the problems and delays related to phytosanitary management. Then the nice surprises came!

What is your experience with Story® Inored P.V.R.?

After 5 years, our experience is very positive. We now know how to handle the variety in the orchard. We have experience of the whole chain as we also store, pack and sell our apples, so we have perfectly understood the strengths of this variety.



What is your opinion of the fruit and its qualities?

The fruit is definitely attractive and in our region, we can say that 97/98% of the fruit can be sold under the Story® brand. Even if you leave some apples on the tree waiting for a second pick, they get a really interesting colour without falling off the tree. Furthermore, I would say that the eating qualities and the excellent top colour are essential qualities. This apple has an excellent firmness with a fairly wide picking window.

What can you tell us about the storage and management in the packhouse?

For storage, we were lucky enough to benefit from the experience of other companies that had planted at more or less the same time as us. We tried different storage regimes and had very positive experiences. The biggest problems come from sudden changes in cold. This apple can be stored very easily even at +3°C, however, a well managed cold pull-down must be activated otherwise you risk ruining the product. The result of poor cold management is only noticeable in processing with infrared machines, otherwise there may be customer complaints.

What feedback do you get from your customers?

The feedback is all positive, no one has criticised Story® Inored. However, and this is true for all new varieties, it is not enough to offer it, it needs to be «supported» and more publicity would be needed to make it known to a wider audience. For the moment, all those who have tried it and tasted it are enthusiastic.

Do you have an interesting technical/economic return in your company with Story® Inored P.V.R.?

We see a high technical interest because the variety does not present any major problems, especially in our region, which in my opinion is suitable for apples. We have found that in the higher areas (650 meter high), the variety tends to have percentages of fruit with internal browning that can not be seen at harvest but which are found after storage.

Technically, the tree management is very easy as the variety is very productive on all types of branches. It is easy to prune and easy to thin even if thinning is necessary: «it's a fairy tale».

Economically, in our business, I can say that it has not yet achieved a higher price than other varieties because it is not yet well known, but that slightly red-veined flesh and the fragrance it releases after storage and at home are wonderful! And even more, the strong point of Story® Inored is really the low loss in the orchard which generates higher yields.

Interview with Larcher Dieter, fruit grower in Caldara sulla strada del Vino in South Tyrol (Italy):



You became an organic fruit grower out of conviction and for some years now you have also been producing the Story® Inored variety, which is marketed by Biosüdtirol. What do you think of this variety?

It is an attractive apple, 80-90% red. It is pleasant to look at and to eat.

Why did you choose this variety?

As I said, the apple has an attractive, deep red appearance and is different from other varieties. In addition, the variety is resistant to scab and is therefore easier to produce.

What is your experience with the Story® Inored p.v.r. variety in production?

Very positive. My trees are grafted on M9 Pajam® 2 which, as in my case, is well adapted to replanting and light soils. The variety is very fertile, has no biannual bearing, the fruit size is good provided it is properly thinned by hand and is properly pruned.

What is your opinion on the fruit and its characteristics?

It is a beautiful red fruit, but you have to be very careful not to pick it before it is ripe, otherwise the juiciness will suffer. However, when the apples are picked at the right time, they have very good flavours, high sugars with a certain acidity, very fresh and pleasant. As the fruit is very red,

there is a tendency to harvest it too early. For me, the right degree of maturity is reached when the flesh is slightly veined with red, and then the taste is great. This is my recommendation to other growers.



Do you have a satisfactory economic return with this variety?

It is quite satisfactory for me, we are in the price range of Gala (BIO) which is in the middle to upper price segment. I am therefore very satisfied with the return prices of this variety.

CANOPY: THE APPLE THAT CHALLENGES GRANNY

Canopy is a green, juicy and crisp apple variety from the IFO breeding programme. With a level of acidity comparable to Granny Smith, it has a higher sugar content and a better better flavours: it will not disappoint consumers of green apples, while it may appeal to those who find Granny Smith too tart and/or bland.

Canopy trees have an open habit (type 3) which is easier to manage in the orchard than Granny Smith (type 4), especially for a narrow



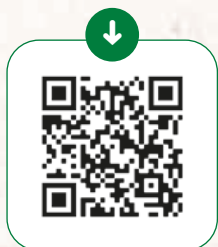
2D hedge/fruit wall orchard. Therefore, the fruit set could also be faster. Productivity is good and regular. Its blossom and picking time are very similar to Granny. Its susceptibility to pink blush is equivalent or even lower than Granny Smith under our conditions (Loire Valley in France).

With the Vf gene Rvi6 for scab tolerance, Canopy offers a real solutions to the green apple market. Ideal solution to pollinate your orchards (organic or orchards with scab resistant varieties), Canopy can replace Malus as well as Granny Smith*.

Commercially, there are not many green and resistant varieties and as such Canopy will be able to meet a real demand from growers and consumers.

*excluding some varieties such as Cripps Pink and its mutants

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