



Time for apples from Europe



Backgrounder

i.e.

“Time for apples from Europe”

CAMPAIGN

brief



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a three-year information and promotion campaign carried out by the Association of Polish Fruit Growers on the markets of Egypt and Jordan in 2022-2025. The campaign aims to promote the nutritional value and quality of fresh apples from the European Union.



Implementation period

April 1, 2022 – March 31, 2025

Target countries

Egypt and Jordan



Objectives:

- increasing apple export from the EU to Egypt and Jordan;
- increasing the awareness among consumers, public opinion leaders and professionals of the food sector about the advantages of apples from the EU and their sustainable production.

Financing

the campaign is financed by the European Union



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بتمويل مشترك من
الاتحاد الأوروبي



Co-funded by
the European Union

Subject of the campaign

Fresh APPLES produced in the European Union.



Initiator of the campaign - Association of Polish Fruit Growers

Association of Polish Fruit Growers (ZSRP) is an association working for and in the interest of fruit growers. The headquarters of ZSRP is located in Grójec, in the centre of Poland. The Grójec region is one of the most famous in Poland known for growing apples. It is also called "the largest orchard in Europe". The organization was founded in May 1999 and focuses on activities aimed at disseminating knowledge about the cultivation of fruit and apples in the field of production, as well as EU standards regarding quality and protection, while maintaining the principles of healthy competition on the market. ZSRP is a member of many national and international organizations such as Freshfel.



Goals of ZSRP's activities:

- activities promoting fruit consumption and proper diet;
- initiating changes to legal norms related to fruit-growing activities and taking actions to create a permanent legal, economic and organizational basis for strengthening the fruit-growing industry and their integration with the European Union market;



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- disseminating technological, economic and legal knowledge related to the fruit industry and supporting the economic development of the fruit industry, including entrepreneurship;
- activities for the benefit of European integration, developing contacts, cooperation and experiences between similar EU associations.

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Apple production in the world in 2022¹

Fresh Apples Production by Country in MT

Rank	Country	Production (MT)
1	China	41,000,000
2	EU-27	12,771,870
3	Turkey	4,770,000
4	United States	4,494,100
5	India	2,350,000
6	Iran, Islamic Republic Of	2,206,700
7	Russian Federation	1,540,000
8	Ukraine	1,114,600
9	South Africa	1,100,000
10	Chile	1,040,000
11	Brazil	983,300
12	Japan	720,400
13	Mexico	640,000
14	New Zealand	573,000
15	Argentina	535,000
16	Belarus	532,700
17	Serbia	489,400
18	Moldova, Republic Of	480,400
19	Canada	360,000
20	Azerbaijan	301,400
21	Australia	280,300
22	Kazakhstan	259,100
23	Kyrgyzstan	136,920
24	Uruguay	37,000
25	Guatemala	25,500
26	Norway	12,100
27	Colombia	4,900
28	Taiwan, Province Of China	1,400

[Download to Excel \(xls\)](#)

Year of Estimate: 2022

Source: [United States Department of Agriculture](#)

¹ <https://www.indexmundi.com/agriculture/?commodity=apples&graph=production>



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Apple production in the European Union²



EU 27 and United Kingdom Apple production by country

Country	x 1000 tons										F2022 (1) (2)	
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2021	(1)	(2)
Austria	155	188	177	40	67	184	146	126	120	148	23	13
Belgium	220	318	285	234	88	231	242	168	250	219	-12	0
Croatia	96	62	101	35	66	86	60	55	65	57	-12	-5
Czech Rep	121	131	156	139	102	145	103	118	110	126	16	16
Denmark	23	26	24	24	19	24	15	24	18	24	33	26
France	1.576	1.444	1.674	1.514	1.424	1.477	1.651	1.337	1.383	1.468	6	1
Germany	804	1.116	973	1.033	597	1.093	991	1.023	1.005	1.067	6	6
Greece	236	245	242	259	231	301	276	280	246	294	20	10
Hungary	585	920	522	498	530	782	452	350	520	350	-33	-21
Italy	2.122	2.456	2.280	2.272	1.704	2.264	2.096	2.124	2.053	2.150	5	3
Latvia	15	10	8	10	8	14	10	14	8	8	0	-25
Lithuania	40	27	46	50	48	62	26	60	32	25	-22	-36
Netherlands	314	353	336	317	228	267	272	220	243	245	1	0
Poland	3.170	3.750	3.979	4.035	2.870	4.810	2.910	3.410	4.300	4.495	5	27
Portugal	284	272	329	263	314	267	354	278	368	294	-20	-12
Romania	387	382	336	327	230	425	327	384	444	410	-8	6
Slovakia	42	46	40	17	15	44	35	30	31	34	10	6
Slovenia	56	68	71	12	6	72	36	46	44	47	7	12
Spain	464	505	482	495	480	476	555	425	563	431	-23	-16
Sweden	17	16	21	20	18	32	20	32	27	30	11	14
UK	204	206	243	239	207	219	205	196	186	245	32	25
Total:	16.929	12.541	12.326	11.633	9.251	13.275	10.783	10.700	12.016	12.168	1	9

(1) Percentage difference between F2022 and 2021

(2) Percentage difference between F2022 and the average of 2021 - 2020 - 2019

² https://agriculture.ec.europa.eu/system/files/2022-10/apples-production_en.pdf



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Apple export from the EU - TOP 12 importers 2018-2022³

Trade Statistics (Exports)										
Indicators	Export Value from the EU/MS (EURO)					Export Qty from the EU/MS (Kg)				
Partners	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
United Kingdom	197 084 113	188 804 873	202 358 383	221 718 836	211 578 887	176 840 955	189 787 196	189 460 573	188 867 247	186 398 803
Egypt	67 164 940	132 286 263	140 683 570	170 247 160	97 879 202	152 426 453	295 374 675	237 089 025	308 821 271	217 995 782
Saudi Arabia	60 651 163	77 179 719	54 313 486	69 752 139	83 444 343	66 033 473	89 504 509	59 320 097	71 870 402	83 201 938
India	11 938 451	67 712 851	33 347 522	54 212 116	65 339 861	15 185 613	85 949 649	41 105 391	65 691 352	82 017 080
Brazil	17 785 715	23 406 427	25 087 604	10 037 179	53 577 825	20 308 558	28 336 043	27 680 508	10 404 165	53 489 313
United Arab Emirates	34 660 367	41 720 173	29 919 977	24 964 094	41 421 929	36 874 298	46 959 728	30 824 931	24 761 673	42 318 625
Norway	35 486 553	33 683 494	41 075 226	38 597 094	35 423 203	31 924 019	35 126 973	36 334 336	32 307 214	31 781 932
Israel	20 125 938	20 581 955	24 869 890	30 240 249	33 723 242	17 281 251	20 419 016	23 640 250	26 829 114	31 069 694
Colombia	8 609 967	17 283 176	15 136 213	16 332 493	21 404 769	8 894 129	18 397 738	15 568 821	15 550 604	19 215 457
Kazakhstan	19 173 372	23 625 521	21 881 105	19 146 092	19 502 498	60 055 130	85 116 285	50 047 544	57 068 163	55 941 843
Jordan	20 211 769	24 186 536	22 306 272	19 108 070	17 359 080	36 763 810	47 966 291	35 858 313	30 977 240	26 853 824
Belarus	61 005 535	56 440 371	49 119 710	38 138 808	15 578 451	172 263 783	222 277 699	124 978 064	119 751 568	41 197 466

³ <https://trade.ec.europa.eu/access-to-markets/en/statistics>

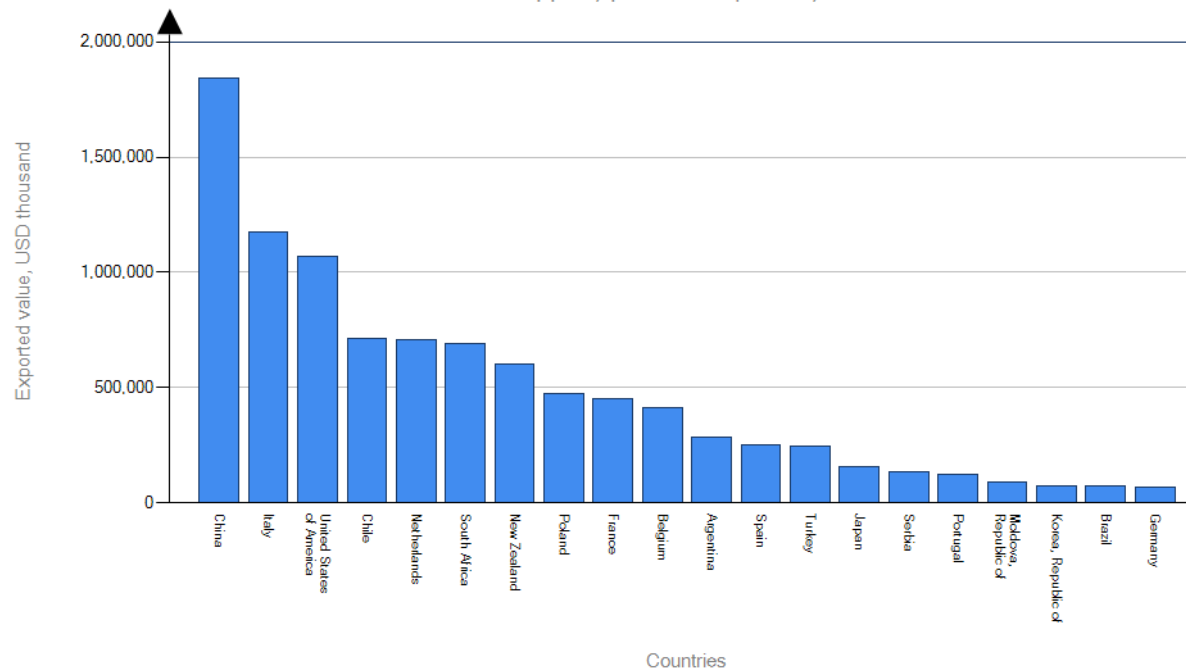


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List of the largest apple exporters in the world in 2021⁴

List of exporters for the selected product in 2021
Product : 0808 Apples, pears and quinces, fresh



Detailed data on export of individual EU Member States as well as import of Egypt and Jordan can be found in the Special Report, which can be downloaded here: <http://applesfromeurope.eu>

⁴ https://www.trademap.org/Country_SelProduct_Graph.aspx?nvpm=1%7c%7c%7c%7c%7c0808%7c%7c%7c4%7c1%7c1%7c2%7c1%7c1%7c2%7c1%7c1%7c2



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The largest apple regions/orchards in the European Union

Grójec Region (Poland) – The Grójec Basin, called “the largest orchard in Europe”, has over 500 years of fruit-growing traditions dating back to the times of Queen Bona, who in the 16th century received vast tracts of land in this part of the country and allocated them to the royal plantation of fruit trees, in particular apple trees. Grójec orchards provide approx. 40% of the domestic apple production, and the intensity of cultivation in some communes reaches even 70%⁵.

Trentino-Alto Adige (Italy) – Apples in Italy are grown in the regions of Veneto, Friuli and Trentino-Alto Adige, but in Trentino-Alto Adige, apples are considered the queen of the earth. Apple orchards stretch through the north-eastern area of Italy, from Valsugana, through the Adige valley, to the epicentre of apple cultivation - **Val di Non and Val di Sole**. Each year, these valleys produce more than four million apples of all varieties and sizes⁶.

Normandy is the French apple growing region. 800 varieties of apples are grown there, and apple orchards have existed there since at least the 8th century. Apples in Normandy and Brittany are grown mainly for cider. The most important areas for the production of consumption apples are **Pays de la Loire, PACA, southern France**, and in particular the regions of **Tarn and Garonne**⁷.

Baden-Württemberg (Germany) – 63% of commercial fruit orchards are located in three western federal states of Germany: Baden-Württemberg (918,300 hectares), Lower Saxony (around 9,200 hectares) and Rhineland-Palatinate (4,000 hectares). The most important regions are close to Lake Constance, at the foot of the Alps, as well as in **Altes Land of Lower Saxony and around Hamburg**⁸.

Catalonia (Spain) – Main apple varieties are grown in **Lleida**. Catalonia has a long agricultural tradition, the hallmark of which is quality. Apples from **Barbens** are especially famous, where in El Pla de Urgell there is even a fair in their honour. There is a saying that says Barbens apples are “the tastiest in the world”. This is where Festa de la Poma has been held since 1984 to commemorate the end of the fruit harvest, usually in the second half of October. According to statistics, Catalonia is the largest apple producer in Spain, followed by Aragon⁹.

⁵ https://pl.wikipedia.org/wiki/Jab%C5%82ka_gr%C3%B3jeckie

⁶ <https://www.trentino.com/en/highlights/sights/the-road-of-the-apples-and-flavours/>

⁷ <https://www.freshplaza.com/article/2106932/france-the-apple-is-most-favourite-fruit/>

⁸ <https://www.freshplaza.com/article/2181704/germany-area-of-apple-orchards-increased-by-7-in-2017/>

⁹ <https://www.statista.com/statistics/743672/apple-production-volume-spain-by-region/>





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Apple varieties

Currently, over 10,000 apple varieties are known. They differ not only in size, shape and colour, but also in taste, aroma and use in the kitchen.

Due to the taste and use, we divide apples into:

DESSERT

SOUR

TABLE

Due to the time of ripening, apples are divided into the following varieties:

SUMMER

FALL

WINTER

Descriptions of the most popular apple varieties can be found in the **Special Report**, which can be downloaded here: <http://applesfromeurope.eu>