



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



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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 2021¹

Fresh Apples Production by Country in MT

Rank	Country	Production (MT)
1	China	45,000,000
2	EU-27	11,877,050
3	United States	4,607,646
4	Turkey	4,286,000
5	India	2,300,000
6	Iran, Islamic Republic Of	2,241,100
7	Russian Federation	1,540,000
8	Brazil	1,223,000
9	Ukraine	1,154,000
10	Chile	1,090,000
11	South Africa	997,000
12	Mexico	779,749
13	Japan	701,600
14	Moldova, Republic Of	610,900
15	New Zealand	578,000
16	Argentina	570,000
17	Serbia	499,600
18	Canada	355,000
19	Belarus	336,700
20	Australia	301,800
21	Azerbaijan	292,700
22	Kazakhstan	216,500
23	Kyrgyzstan	151,200
24	Uruguay	42,300
25	Guatemala	25,300
26	Norway	15,600
27	Colombia	5,100
28	Taiwan, Province Of China	1,000

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

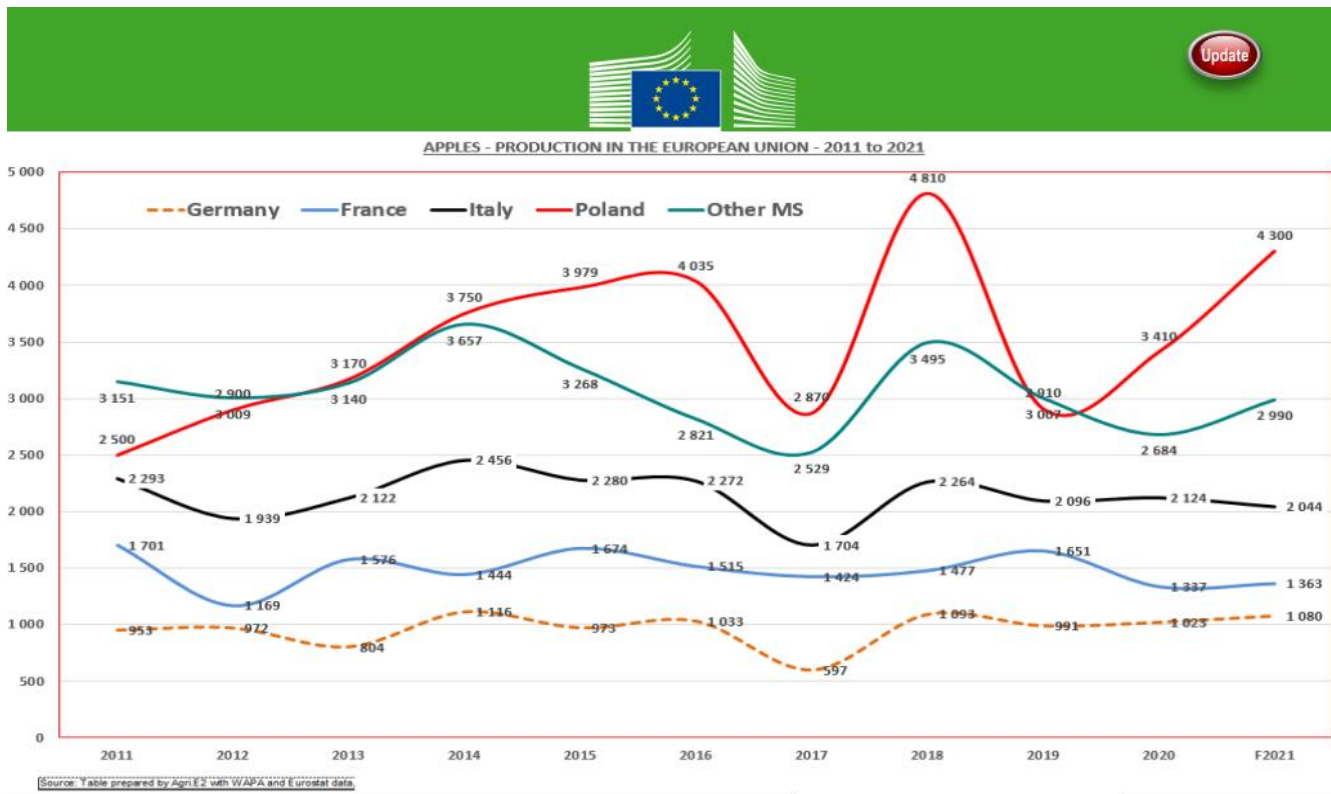
Year of Estimate: 2021

Source: United States Department of Agriculture

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



Apple production in the European Union²



² https://ec.europa.eu/info/sites/default/files/food-farming-fisheries/farming/documents/apple-dashboard_en.pdf



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Apple export from the EU - TOP 10 importers 2017-2021³

Trade Statistics (Imports - Exports)										
Reporter(s) / Partner(s): EU27 / All partners										
Product(s): 080810										
Year(s): 2017, 2018, 2019, 2020, 2021										
Indicators	Export Value from the EU/MS (EURO)					Export Qty from the EU/MS (Kg)				
Years	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
Partners										
Egypt	55 141 742	67 164 940	132 286 263	140 683 570	170 316 568	115 374 347	152 426 453	295 374 675	237 089 025	308 925 365
United Kingdom	218 400 012	197 084 113	188 806 022	202 354 412	221 860 739	202 607 310	176 840 955	189 787 139	189 466 022	189 156 433
Belarus	133 811 679	61 005 535	56 440 371	49 119 710	38 142 912	462 604 596	172 263 783	222 277 699	124 978 064	119 751 568
Saudi Arabia	68 450 476	60 651 163	77 179 719	54 313 486	69 772 943	68 657 823	66 033 473	89 504 509	59 320 097	71 891 570
India	32 030 121	11 938 451	67 712 851	33 347 522	54 210 954	40 247 726	15 185 613	85 949 649	41 105 391	65 691 352
Kazakhstan	28 734 859	19 173 372	23 625 521	21 881 105	19 142 476	92 289 263	60 055 130	85 116 285	50 047 544	57 068 163
Norway	37 926 163	35 486 553	33 683 494	41 075 226	38 564 507	36 700 653	31 924 019	35 126 973	36 334 336	32 282 679
Jordan	25 094 752	20 211 769	24 186 536	22 306 272	19 107 350	40 084 410	36 763 810	47 966 291	35 858 313	30 977 240
Israel	14 706 651	20 125 938	20 581 955	24 869 890	30 240 249	12 432 559	17 281 251	20 419 016	23 640 250	26 829 114
United Arab Emirates	49 217 599	34 660 367	41 720 173	29 919 977	24 964 094	49 641 741	36 874 298	46 959 728	30 824 931	24 761 673

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



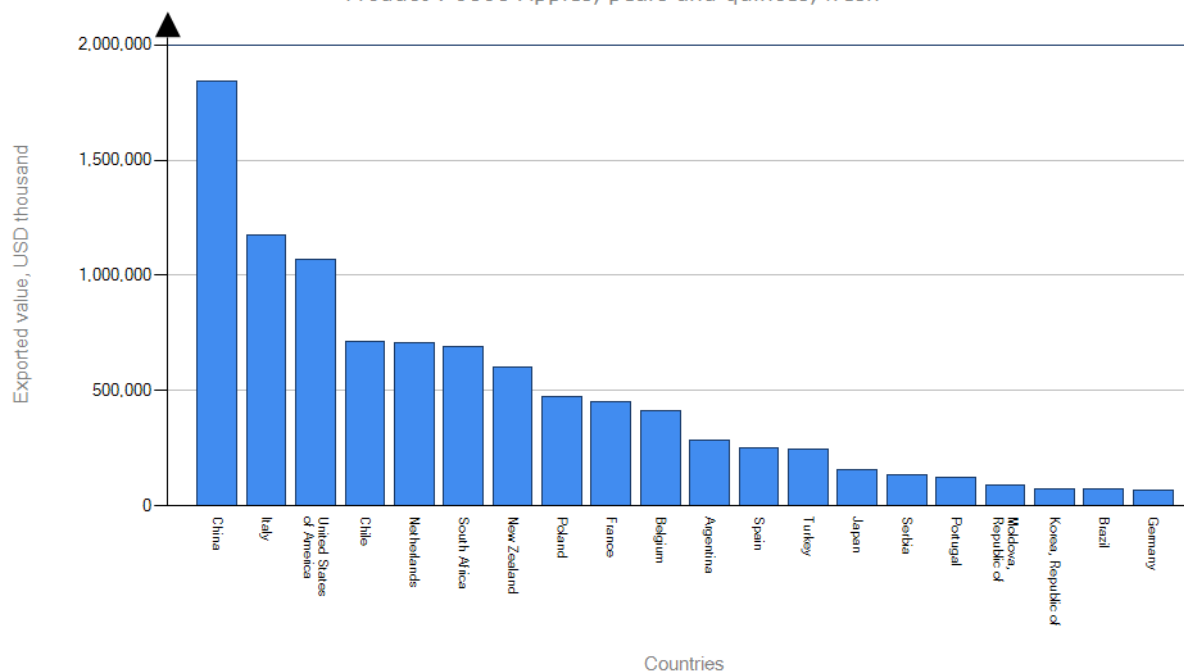


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List of the largest apple exporters in the world in 2021⁴

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/>





Time for apples from Europe



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>

