



# Time for apples from Europe

---



Backgrounder

**CAMPAIGN**

**'It's time for apples from Europe'**



# Time for apples from Europe



## Time for apples from Europe



This is a three-year information and promotion campaign to be implemented between 04.2022 and 03.2025 on the initiative of the Association of Polish Fruit Farmers on the markets of Egypt and Jordan.

The aim of the Campaign is to promote apples on the European markets there, including those from the Grojecki basin (entered in the EU register as a Protected Geographical Indication).

The campaign promotes the quality and nutritional value of fresh and processed apples from the European Union.

### Destination countries

**EGYPT** العربية مصر جمهورية



**Poland's largest importer of apples** (EU exporters account for more than half of Egypt's imports).

Thanks to an agreement between the EU and the Arab Republic of Egypt on free trade in agriculture, exports of agricultural products to Egypt enjoy duty-free treatment.

**JORDAN** الأردن



In this small Middle Eastern country (population just over 11 million), annual apple consumption is approximately 40 000 tonnes, of which, depending on the season, almost half is Polish fruit. Due to its geographical location, agricultural land in Jordan accounts for less than 5% of the country's area, which makes it necessary to import most food products, including apples





# Time for apples from Europe



## Main objectives of the campaign:

- Establish trade contacts with partners there,
- Reach new groups of consumers,
- Strengthen trade relations between EU exporters and Egyptian importers,
- Promote European apples by introducing the diversity of their taste and high quality guaranteed by EU production standards,
- Increase awareness among consumers, opinion leaders and food professionals of the advantages of apple production. Preserving natural biodiversity and reducing the use of synthetic plant protection products,
- Increasing EU apple exports to Egypt and Jordan and the possibility of extending to other Middle Eastern countries.

## Funding

The campaign is funded by the European Union

بتمويل مشترك من  
الاتحاد الأوروبي



Co-funded by  
the European Union





# Time for apples from Europe

---



## Subject of the campaign

Fresh, aromatic, generally with a beautiful appearance apple, characterised by high quality due to strict EU standards in management in accordance with the principles of ecological and integrated production.

Centuries of tradition, passion, climate and the experience of European fruit growers have given European apples exceptional health and taste qualities, making them a unique product on the world market.





# Time for apples from Europe



## The initiator of the campaign - the Union of Polish Fruit Growers

ZSRP (the Union of Polish Fruit Growers) is an association acting for and in the interests of fruit growers. The ZSRP is based in Grójec, in the centre of Poland. The Grójec region is one of Poland's best known for its apple production and is also called 'Europe's largest orchard'. The organisation was founded in May 1999 and focuses on activities to disseminate knowledge about fruit and apple cultivation in terms of production, and EU standards for quality and protection, while maintaining healthy competition in the market. ZSRP is a member of many national and international organisations such as Freshfel.



## The objectives of the ZSRP's activities:

- activities promoting fruit consumption and a proper diet;
- initiating changes in the legal norms concerning the fruit-growing activity and taking actions to create a permanent legal, economic and organisational basis for strengthening the fruit-growing industry and their integration into the European Union market;
- disseminating technological, economic and legal knowledge related to the fruit-growing industry and supporting the economic development of the fruit-growing industry, including entrepreneurship;
- activities promoting European integration, developing contacts and cooperation and experience between similar EU associations.

## Contact:

Sportowa 4 A  
05-600 Grójec  
e-mail [info@applesfromeurope.eu](mailto:info@applesfromeurope.eu)





## STATISTICS

### Apple production

#### WORLD - TOP 20 biggest apple producers

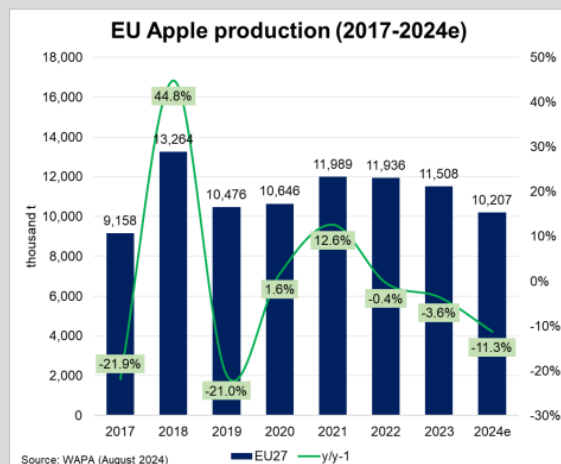
Country	2018	2019	2020	2021	2022	YoY	% Share
1 China	39,233	42,425	44,066	45,983	47,572	3.5%	49.6%
2 Türkiye	3,626	3,619	4,300	4,493	4,818	7.2%	5.0%
3 United States of America	4,645	5,029	4,665	4,505	4,429	-1.7%	4.6%
4 Poland	4,000	3,081	3,555	4,067	4,265	4.9%	4.4%
5 India	2,327	2,316	2,814	2,276	2,589	13.8%	2.7%
6 Russian Federation	1,859	1,951	2,041	2,215	2,380	7.4%	2.5%
7 Italy	2,467	2,304	2,462	2,212	2,256	2.0%	2.4%
8 Iran (Islamic Republic of)	1,937	2,241	2,241	2,768	1,990	-28.1%	2.1%
9 France	1,740	1,754	1,743	1,633	1,786	9.3%	1.9%
10 Chile	1,676	1,608	1,613	1,561	1,480	-5.2%	1.5%
11 Uzbekistan	1,130	1,124	1,148	1,238	1,313	6.1%	1.4%
12 South Africa	830	895	999	1,149	1,232	7.2%	1.3%
13 Ukraine	1,462	1,154	1,115	1,279	1,129	-11.7%	1.2%
14 Germany	1,199	991	1,023	1,005	1,071	6.6%	1.1%
15 Brazil	1,203	1,223	983	1,297	1,047	-19.3%	1.1%
16 Egypt	716	701	751	863	934	8.2%	1.0%
17 Morocco	697	810	779	890	923	3.7%	1.0%
18 Mexico	660	761	714	632	818	29.4%	0.9%
19 South Korea	788	792	796	799	802	0.4%	0.8%
20 Pakistan	544	604	672	732	758	3.6%	0.8%
Others	13,101	12,080	12,122	12,326	12,245	-0.7%	12.8%
World production	85,840	87,462	90,604	93,925	95,836	2.0%	100.0%
EU27	13,333	11,585	11,957	12,405	12,559	1.2%	13.1%

Source: Eurostat (EU countries), FAOSTAT (Other countries). Note: Data include apples for fresh consumption and for processing.

#### EUROPEAN UNION - TOP 20 largest apple producers

Country	2022	2023	2024e	YoY
Austria	151	116	59	-49.1%
Belgium	239	203	133	-34.3%
Croatia	57	66	61	-7.5%
Czechia	138	101	24	-76.3%
Denmark	24	15	21	40.0%
France	1,391	1,508	1,463	-3.0%
Germany	1,072	941	793	-15.8%
Greece	321	183	287	56.4%
Hungary	280	550	330	-40.0%
Italy	2,113	2,175	2,162	-0.6%
Latvia	10	5	7	40.0%
Lithuania	51	27	35	29.6%
Netherlands	235	199	197	-1.0%
Poland	4,495	3,970	3,190	-19.7%
Portugal	291	295	300	1.9%
Romania	543	531	451	-15.0%
Slovakia	32	27	36	32.6%
Slovenia	50	47	59	26.4%
Spain	412	518	567	9.4%
Sweden	32	32	32	0.0%
EU27	11,936	11,508	10,207	-11.3%

Source: WAPA. Note: final estimates for 2023 included, revised historical data for Romania and



## TOP 10 WORLD EXPORTERS OF APPLES

### Apples, top 10 world exporters (in tonnes)

Source: International Trade Centre (July 2024)

080810 - Fresh apples

Calendar year data

Country	2018	2019	2020	2021	2022	2023	YoY	% Share
1 Italy	686,053	934,728	938,141	921,648	871,001	864,430	-0.8%	12.2%
2 Poland	794,318	973,806	657,310	921,863	732,730	809,436	10.5%	11.4%
3 China	1,118,486	971,146	1,058,094	1,078,352	823,127	795,982	-3.3%	11.2%
4 United States of America	927,760	832,423	807,525	750,367	697,926	730,115	4.6%	10.3%
5 South Africa	448,668	464,388	508,451	589,186	625,077	607,256	-2.9%	8.6%
6 Chile	778,972	673,864	660,011	643,736	602,478	469,304	-22.1%	6.6%
7 Türkiye	238,345	257,682	211,493	354,560	380,230	370,904	-2.5%	5.2%
8 New Zealand	408,743	432,194	443,879	403,307	380,261	343,784	-9.6%	4.8%
9 France	431,159	381,354	410,395	308,791	342,953	313,321	-8.6%	4.4%
10 Belgium	112,640	189,150	153,650	125,880	161,939	137,987	-14.8%	1.9%
Others	2,370,152	2,958,690	2,860,659	2,988,563	2,615,706	1,649,472	-36.9%	23.3%

## TOP 10 WORLD IMPORTERS OF APPLES

### Apples, top 10 world importers (in tonnes)

Source: International Trade Centre (July 2024)

080810 - Fresh apples

Calendar year data

Country	2018	2019	2020	2021	2022	2023	YoY	% Share
1 Germany	658,028	618,616	655,577	612,186	540,799	500,912	-7.4%	7.4%
2 India	280,094	242,713	215,538	436,194	392,483	469,551	19.6%	6.9%
3 Russian Federation	843,463	700,544	651,480	615,999	497,348	302,371	-39.2%	4.4%
4 Viet Nam	66,323	127,909	122,296	143,142	208,614	300,718	44.2%	4.4%
5 United Kingdom	385,890	342,098	343,450	320,904	320,286	284,398	-11.2%	4.2%
6 Spain	186,412	217,563	199,924	201,004	222,419	228,691	2.8%	3.4%
7 Egypt	180,330	403,441	302,964	361,462	333,649	177,047	-46.9%	2.6%
8 Canada	219,227	204,652	196,763	196,281	203,251	168,843	-16.9%	2.5%
9 Bangladesh	201,593	252,924	256,096	262,300	208,240	166,714	-19.9%	2.4%
10 Saudi Arabia	187,414	185,240	188,838	176,926	185,468	163,030	-12.1%	2.4%
Others	4,955,109	5,387,340	5,171,605	5,166,732	4,933,769	4,048,942	-17.9%	59.4%

[https://agriculture.ec.europa.eu/document/download/17a7b758-e5fc-457c-a7ab-4c387db82f90\\_en?filename=apple-dashboard\\_en.pdf](https://agriculture.ec.europa.eu/document/download/17a7b758-e5fc-457c-a7ab-4c387db82f90_en?filename=apple-dashboard_en.pdf)

## EU apple exports Ranking of European importers 2023

Indicators	Import Value to the EU/MS (EURO)	Import Qty to the EU/MS (Kg)	Export Value from the EU/MS (EURO)	Export Qty from the EU/MS (Kg)
EU Member State(s)	EU27	EU27	EU27	EU27
Years	2023	2023	2023	2023
Partners				
Austria	37 939 730	42 123 634	22 235 625	47 609 237
Belgium	52 286 244	72 291 760	58 848 948	56 027 376
Bulgaria	590 346	1 167 646	11 573 120	24 340 898
Croatia	5 378 528	13 441 671	9 064 568	15 097 945
Cyprus	22 838	20 531	6 992 856	6 979 838
Czech Republic	5 700 349	10 483 664	36 221 576	49 144 603
Denmark	2 998 557	1 424 369	48 247 910	41 328 356
Estonia	194 850	238 963	9 366 484	14 390 256
Finland	371 398	406 185	37 197 675	40 425 764
France	179 115 002	154 838 790	71 925 732	117 287 492
Germany	106 568 515	93 772 641	441 567 931	429 128 333
Greece	7 170 821	12 203 603	5 255 779	6 634 060
Hungary	14 288 037	21 111 373	19 465 183	36 202 704
Ireland	116 650	92 402	34 812 921	28 344 172
Italy	477 804 641	435 551 044	19 105 951	30 848 403
Latvia	4 023 611	6 168 892	10 128 553	17 019 315
Lithuania	1 075 636	1 782 830	10 588 059	20 481 124
Luxembourg	133 369	97 207	7 054 385	4 716 946
Malta	3 860	3 484	5 636 714	5 009 043
Netherlands	156 649 981	137 451 982	97 896 325	149 093 751
Poland	213 838 630	446 956 268	3 760 060	3 778 991
Portugal	18 892 338	32 996 724	34 348 633	41 567 961
Romania	582 590	534 552	40 637 924	74 299 488
Slovakia	11 542 610	15 037 308	22 894 183	37 270 386
Slovenia	2 009 741	2 929 559	6 629 888	14 891 435
Spain	55 960 481	75 584 883	208 526 258	226 882 352
Sweden	1 458 762	1 654 145	57 576 937	66 831 305
Countries and territories not specified in the framework of intra-Community trade	190 489	216 573	544 001	353 505
<b>EU27</b>	<b>1 356 908 604</b>	<b>1 580 582 683</b>	<b>1 338 104 179</b>	<b>1 605 985 039</b>

<https://trade.ec.europa.eu/access-to-markets/en/statistics?reporter=&partner=&years%5B%5D=2023>







# Time for apples from Europe



## Largest regions/apple orchards in the European Union

**Grójecki region (Poland)** - The Grójec orchard, dubbed “Europe's largest orchard”, is home to more than 500 years of fruit-growing traditions dating back to the time of Queen Bona, who, in the 16th century, was granted vast tracts of land in this part of the country and allocated them to royal plantations of fruit trees, particularly apple trees. The orchards of Grójec provide approx. 40% of the country's apple production, and the intensity of cultivation in some municipalities reaches as much as 70%<sup>1</sup>.

**Trentino-Alto Adige (Italy)** - Apples in Italy are grown in the Veneto, Friuli and Trentino-Alto Adige regions, but in Trentino-Alto Adige apples are considered the king of the land. Apple orchards stretch across the north-eastern area of Italy, from Valsugana, through the Adige Valley, to the epicentre of apple growing - Val di Non and Val di Sole. Each year, these valleys produce more than four million apples of all varieties and sizes<sup>2</sup>.

**Normandy** is a French apple-growing region. 800 varieties of apples are grown there and apple orchards have existed since at least the 8th century. Apples in Normandy and Brittany are mainly grown for cider. The most important production areas for apples for consumption are the Pays de la Loire, the PACA, southern France and in particular the Tarn and Garonne regions<sup>3</sup>.

**Baden-Württemberg (Germany)** - 63% of commercial fruit orchards are located in the three western German states: Baden-Württemberg (918,300 hectares), Lower Saxony (approximately 9,200 hectares) and Rhineland-Palatinate (4,000 hectares). The most important regions are located near Lake Constance, at the foot of the Alps, as well as in the Altes Land region in Lower Saxony and around Hamburg<sup>4</sup>.

**Catalonia (Spain)** - The main apple varieties grown in Lleida. Catalonia has a long agricultural tradition, whose hallmark is quality. Apples from Barbens are particularly famous, in El Pla de Urgell, where there is even a fair in their honour. There is a saying that Barbens apples are ‘the tastiest in the world’. It is here that the Festa de la Poma, to commemorate the end of the fruit harvest, has been held since 1984, usually in the second half of October. According to statistics, Catalonia is the largest producer of apples in Spain, followed by Aragon<sup>5</sup>

<sup>1</sup> [https://pl.wikipedia.org/wiki/Jab%C5%82ka\\_gr%C3%B3jeckie](https://pl.wikipedia.org/wiki/Jab%C5%82ka_gr%C3%B3jeckie)

<sup>2</sup> <https://www.trentino.com/en/highlights/sights/the-road-of-the-apples-and-flavours/>

<sup>3</sup> <https://www.freshplaza.com/article/2106932/france-the-apple-is-most-favourite-fruit/>

<sup>4</sup> <https://www.freshplaza.com/article/2181704/germany-area-of-apple-orchards-increased-by-7-in-2017/>

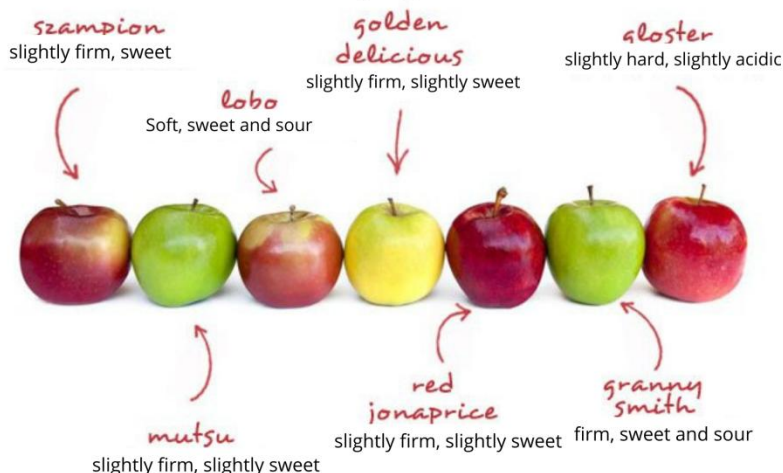
<sup>5</sup> <https://www.statista.com/statistics/743672/apple-production-volume-spain-by-region/>



## YABLES Varieties

Today, more than 10 000 apple varieties are known. They differ not only in size, shape and colour, but also in taste, aroma and use in cooking.

## Selected apple varieties



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

### Vitamins

Poles' favourite fruit is rich in vitamins and nutrients. They are an important source of vitamins C, E, K, as well as B vitamins and - beta-carotene. In apples, we can also find minerals important for the proper functioning of our body, such as calcium, iron, magnesium, sodium, potassium, phosphorus and zinc.

### Diet

Apples are seen as one of the healthiest fruits. Low in calories (a medium sized fruit is about 75 kcal) and consisting of 85% water, they are a convenient snack during the day when there are a few hours left before the next larger meal. Due to its texture, the apple is a filling fruit - our brain registers that by volume it has consumed a substantial meal, so we can easily last until lunch or dinner.

<https://wits.worldbank.org/Default.aspx?lang=en>

<https://takeafruit.pl/blog/odmiany-jablek/>