



## Announcements

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## Job Offers

- Farm Manager - Abu Dhabi
- Farm Manager greenhouse vegetable production – Vietnam
- COO Flower & Plant greenhouse production farm, Vietnam
- Sales Representative - Leamington (Ontario) Canada
- Assistant Production & Plant Health Manager
- Commercial Manager | Huelva, Spain | Soft Fruits
- Head of International Farming
- Sr. Productinnovatie (R&D) Engineer
- Aftersales Coördinator
- Maintenance Manager - Morehead (KY) USA

more

*Apple and Pear Australia and Pink Lady America® announce agreement*

## Alliance formed to strengthen the global reach of Pink Lady® brand

Apple and Pear Australia Limited (APAL), Brandt's Fruit Trees (BFT) and Pink Lady America (PLA) are pleased to announce a Commercial Agreement between the parties to develop trade between the US/Mexico and the broader global Pink Lady® network.



*Andrew Hooke, COO, and Phillip Turnbull, CEO of APAL. Lynnell Brandt, President, and Kevin Brandt, Vice President of Pink Lady® America.*

The Agreement establishes APAL as the exclusive Master Licensee for trade to and from the US and Mexico and as the Manager, Administrator and Licensor of all commercial activities to give effect to trade between US/Mexico and the global Pink Lady® network.

The Commercial Agreement combines the interests, capability and capacity of the respective parties and provides a wonderful opportunity for the Pink Lady® brand to leverage and build on its current position as the world's most popular fresh produce brand.

Lynnell Brandt, President and Founder of Brandt's Fruit Trees and President of Pink Lady America, was quoted as saying "we are very excited as to this opportunity to more effectively build the brand globally by working together. This will be beneficial to all stakeholders in the chain of offering Pink Lady® brand apples to the consumers everywhere possible".

Phil Turnbull, the Chief Executive Officer of Apple and Pear Australia Limited (APAL) was quoted as saying "this agreement aligns our commercial goals for the benefit of the entire Pink Lady network and lays the foundations for future success with a framework that provides clarity for market development and brand growth".

The agreement gives strength to the total Pink Lady® network by completing a fully integrated and linked global network.

Andrew Hooke, APAL Chief Operations Officer was quoted as saying "this is a very exciting and significant step for our respective organisations and for the broader Pink Lady® global network. This



PrimePro® Shelf life extension technology for fresh produce



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brings about alignment across the globe and wonderful commercial opportunities for all concerned".

Apple and Pear Australia Limited (APAL) domiciled in Melbourne, Australia is the owner of the Pink Lady® brand outside of the United States and Mexico and currently licenses over three hundred exporters worldwide and manages its Trade Marks and Licensing business in over ninety countries.

Brandt's Fruit Trees has been a leading grower, marketer and packer of fruit and fruit trees in the United States for over eighty years, and are the owner of the Pink Lady® Trademark in the United States and Mexico.

Pink Lady America is the organisation established and exclusively licensed by Brandt's Fruit Trees to manage and market Pink Lady® branded apples in the US and Mexico.

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**Other news in this sector:**

- 2019-12-10 "10 years from now, the apple and pear industry will operate completely differently"
- 2019-12-10 World pear production 2019/20 forecast up to 23.1 mln tons
- 2019-12-10 Alliance formed to strengthen the global reach of Pink Lady® brand
- 2019-12-09 "Overall price of Chinese pears is gradually rising"
- 2019-12-09 Envy™ apples back on Spanish store shelves
- 2019-12-09 First shipment of Korean 'Shingo' Pears of the season brought in to India
- 2019-12-09 Mexican demand for US apples is rising
- 2019-12-06 Italy passed audit to export apples to Taiwan
- 2019-12-06 Norwegian apples still in stores in December
- 2019-12-06 "High quality apples from Luochuan, China put into storage"
- 2019-12-06 The two-decade long plan to save Catalonia's fruit growers
- 2019-12-06 Challenging apple season, but good crop and quality
- 2019-12-06 "This is the first season SweeTango® apple volumes will last into new year"
- 2019-12-05 Global apple production from 1961 to 2017
- 2019-12-05 An extremely bad year for the pear sector



## Specials

[more](#)

- Global Focus Exotic/Tropical Fruit
- Special Year Overview

## Top 5 -yesterday

- California citrus growers face new contractor rules
- Apeel & Nature's Pride debut longer lasting produce in Europe
- Kenya: Murang'a county to protect avocado growers
- "Pomegranate market slowly reviving, after quiet period"
- Anti-rain films to protect new kiwifruit orchards

## Top 5 -last week

- "The violence is inherent to the regions, not to the avocados"
- OVERVIEW GLOBAL SWEET POTATO MARKET
- Morocco limits citrus exports after 50% production drop
- Tomato brown rugose fruit virus detected in Spain
- The first table grape breeding company to enter India

## Top 5 -last month

- San Bernardino County, California, quarantined due to HLB detection in single citrus tree
- Package with avocados in different ripening stages launched
- Largest single-build greenhouse in

- 2019-12-05 Mexico increases imports of apples from Washington
- 2019-12-05 Pakistan Treasury loses out on \$6.09 million for apple import duties
- 2019-12-04 Italy must relaunch its pear sector during this negative year
- 2019-12-04 Fire blight spreading northward in Canada
- 2019-12-04 Polish apple issues will have positive effect on Turkish apple season

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North America nears completion

- "The violence is inherent to the regions, not to the avocados"
  - Uganda: Avocados shipped directly to Russia
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## Exchange Rates

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- USD: 1.1077
- JPY: 120.27
- AUD: 1.6275
- BRL: 4.5891
- CAD: 1.4666
- CNY: 7.7968
- NZD: 1.6945
- ZAR: 16.4121

*Foreign exchange reference rates for the Euro*

*Source: ECB*

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