Apples Val Venosta modifies its structure, offering varieties and presentations to adapt to a changing market

VI.P-Apples Val Venosta **has announced, during its participation in the** Fruit Attraction **fair, the changes that have taken place in its organizational structure and organization chart, offer of varieties and packaging, to adapt to a market in continuous change.**

> Through its new organization chart, V.I.P-Apples Val Venosta seeks to lean out to the market with greater strength, speed and responsiveness

The marketing and sales areas go to meet under the direction of Fabio Zanesco. "We believe that this union will help us when accompanying our clients at the time of redefinition of the linear and the supply that the apple market is experiencing. From now on, Benjamin Laimer will be the reference in the marketing area and Christiane Gfrei will be responsible for sales in the Iberian Peninsula, *where we are very satisfied with our trajectory and we aspire to be one of the leading brands in the sector"*, said Zanesco

> Another novelty presented at the fair has been a new packaging that allows combining pieces of different varieties

"The new presentation format is aimed at modern distribution, aims to offer maximum flexibility to customers and consumers can try different varieties", explained Zanesco. Precisely, *the varietal is one of the outstanding lines of development of the association*. Together with Golden Delicious, its flagship product, it produces 11 other varieties, including the Kanzi®, Envy ™, Ambrosia® clubs, and the first Yello® harvests will be collected in the coming years.

> Another of the strong areas of work are organic crops, which are experiencing a rapid expansion, positioning the association as the largest European producer of organic apples

By 2019, they expect to reach the 800 hectares destined for the production of the BIO Val Venosta line, *which keeps its* BioGraphy Project *active, a traceability tool for consumers, which allows them to offer transparent and close information to the association's bio-farmers through the web* biography.vip.coop*.*

30% less harvest

From the beginning of November the new pieces of the VI.P apple crop will be on the market, which this season has been affected by adverse weather conditions. *The frosts produced at the end of April led to a reduction of 20% of the total production to which, unfortunately, another 15% was added due to the hailstorms suffered in August in its cultivated area located in the Südtirol.*

> Despite the significant decline in the harvest, the quality of the product is very good, thanks to a good summer with good temperatures and water levels

In addition, the ° brix is high, the coloration shows great in the bicolour varieties, as well as in the red ones, and the pieces have a good caliber.
As for the apple market, *from VI.P point out that the widespread losses in Europe suggest a significant increase in prices*. Christiane Gfrei has advanced in Fruit Attraction its strategy to guarantee the presence of Val Venosta Apples in Spanish and Portuguese, which represents 10% of its total marketing. "We have managed to stretch the production of last season throughout the summer and have delayed a bit the entry of new product. The idea is to distribute it over the months in smaller quantities to reach our customers until the beginning of the summer", explained the new head of sales in the Iberian Peninsula. *Other outstanding world positions for VI.P are Germany and Scandinavian countries, with a growing penetration in the Middle East and Asia, together with 50% of production destined for domestic trade, in Italy.*

Support to the fruit sales sector

This season, VI.P-Apples Val Venosta deepens in the line of work of support to the sector of the sale of fruit that has been developing in recent years. A novelty is the campaign of this season is the realization of actions in the main national Mercas (Alicante, Barcelona, Granada, Madrid, Malaga, Valencia and Seville). During the month of February there will be promotions to publicize the product in these distribution points. There will also be promotions at the points of sale to the public from January to March, which will offer a kit for professionals that includes the book The perfect fruit bowl, with tips to perform their task, and that will include a raffle to encourage the purchase with prizes of gastronomic experiences in Paradores for consumers and sellers.

On the other hand, VI.P has created the Golden Gold Awards, which in three editions have recognized the most demanding establishments in Spain in the categories of greengrocers of large sales area, market and neighborhood. *For its fourth edition, it is renewed including a distinctive quarter, the most creative Fruit Shop in Spain, and will be delivered in the next edition of Fruit Attraction.*

In addition, on February 6th, VI.P- Apples Val Venosta will once again promote the celebration of the Day of the Frutero in Spain, coinciding with the onomastics of its patron, Santa Dorotea. For the third consecutive year, he will lead an initiative that has had the support of the Ministry of Agriculture and Fisheries, Food and Environment, as well as the main industry associations and the Madrid City Council.

Along with these actions, the association will maintain an advertising campaign with presence in sectorial and generalist media, as well as a communications office that will offer trade information for specialized publications and press releases on health, nutrition or beauty, among other topics, for those directed to the final consumer. In addition, Internet and social networks will be another of the legs of dissemination of VI.P-Apples Val Venosta, with audiovisual content and publications on Facebook. And there will be a culinary workshop for the press and a trip to Südtirol for specialized informants in which they will learn more about the work, the product, the facilities and the philosophy of the association. "It is a mix of actions with which we try to reach all agents who are in contact with Apples Val Venosta, from journalists to distributors, vendors and those who come to the fruit shops to make their purchases", explained the person in charge of Marketing, Benjamin Laimer, *recalling that Spain is one of the countries in which the brand is increasingly established and where the Association of Horticultural Producers of Val Venosta hopes to continue growing.*

Source: VI.P- Apples Val Venosta

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