

REPORT
—Eva Apples

Conquering the chill

WOLLSDORF—Despite being hit by frost for the second consecutive year, Eva Apples is still able to offer its customers good size, colour and high quality.

by Carl Collen

There were plenty of challenges for Austria-based Eva Apples to face in 2017, not least a second year of frosts that caused big losses and major adjustments earlier in the year. However, despite these testing times, Eva still came out with a slightly larger crop than in 2016 and the ability to serve its clients with good-sized fruit of high quality.

"This was a difficult challenge and we need to adjust to the situation and all its consequences," explains the group's Roland Rosenzopf. "We understand the extremely difficult situations in all other European production countries this season. We now need to focus on having a decent marketing season, but we also have to look to the 2018/19 season when Eva Apples will once again play an essential role in the premium segment."

For the upcoming season, Eva will focus on its strengths, according to Rosenzopf, namely regaining a foothold in the market after two frost-hit campaigns, through its established, quality brand that stands for premium apples. "Austria has the advantage of perfect weather and growing conditions," he continues. "Our climate is influenced by the Mediterranean and Alpine climates and our soil is partly volcanic. The combinations of these factors is unique in Europe and helps produce high-class fruit."

Eva is constantly seeking to enhance its client base, and is always on the lookout for new market opportunities – with Asia a "very interesting opportunity", according to Rosenzopf. "You definitely need to have the right partner and to invest time and money, and as a small partner the main challenge is to find the right partners who also match your needs," he outlines.

In terms of existing markets, and despite the ongoing surplus challenges the Russian embargo places on the European industry, things are positive. "There are a lot of loyal Eva Apple clients in Europe, North Africa and the Middle East who are looking forward to Eva Apples returning with a good amount of product in 2018/19," Rosenzopf adds. 



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