



TopFruit

International leaders in cultivar management

Cripps Red comes out tops!

The Cripps Red variety does extremely well for producers and exporters alike, and is currently the top selling tree variety within South Africa.

Cripps Red apples that meet the quality specifications may be sold under the JOYA® brand. JOYA® apples are loved by consumers and have an extensive marketing and promotional program which further reinforces the product. This creates a platform for the highest quality apples to command a premium price and also paves the way for favourable positioning on retail shelves.

The Cripps Red apple has the following characteristics:

- Red bi-colour apple with a creamy white flesh
- Crisp and juicy texture with a tart and sweet fragrant taste
- A precocious, highly productive variety
- Easy production with high pack-outs
- Easy handling with minimal bruising
- Excellent storage, up to 8 months in a controlled atmosphere
- Value added use of the JOYA® trademark

Due to a later harvest it fits in exceptionally well with most harvest programmes by extending the apple season.


The Cripps Red variety is protected by Plant Breeders' Rights.

The world's most sought after cultivars come from TopFruit

Please contact Peter Alderman from TopFruit for further information

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Importers from around Africa are excited about JOYA®, making it an exceptional opportunity for South African exporters.



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