

# SINGLE DOCUMENT

Council Regulation (EC) No 510/2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs

**'MELA ALTO ADIGE / SÜDTIROLER APFEL'**

EC No: IT-PGI-0105-0207-09.09.2011

**PDO ( )      PGI ( X )**

**1. NAME**

'Mela Alto Adige / Südtiroler Apfel'

**2. MEMBER STATE OR THIRD COUNTRY**

Italy

**3. DESCRIPTION OF THE AGRICULTURAL PRODUCT OR FOODSTUFF**

**3.1. Type of product**

Class 1.6: Fruit, vegetables and cereals, fresh or processed

**3.2. Description of product to which the name in (1) applies**

The protected geographical indication 'Mela Alto Adige'/'Südtiroler Apfel' is reserved for fruit of the following varieties, mutants and/or clones from orchards located in the geographical area specified in point 4 below: Braeburn; Elstar; Fuji; Gala; Golden Delicious; Granny Smith; Idared; Jonagold; Morgenduft; Red Delicious; Stayman Winesap, Pinova, Topaz.

The name 'Mela Alto Adige' IGP/'Südtiroler Apfel' ggA can be used only for apples possessing intrinsic and extrinsic quality characteristics defined, for each variety, by the following parameters (concerning external appearance, commercial category, size, and chemical and physical properties) specified below. The other minimum quality standards for the various varieties and classes are those laid down by the relevant Community legislation in force.

The fruit's sugar content and firmness expressed in kg/cm<sup>2</sup>, measured within 2 months of being harvested, must comply with the minimum values listed below for the relevant variety.

Braeburn:

- skin colour: green to light green;
- additional skin colouring: stripes ranging from an orange-red to dark red > 33% of the surface;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 11° Brix;
- firmness: at least 5.5 kg/cm<sup>2</sup>.

Elstar:

- skin colour: yellow;
- additional skin colouring: bright red > 20% of the surface;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 10.5° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

#### Fuji:

- skin colour: light green to yellow;
- additional skin colouring: light to deep red > 50% of surface (at least 30% of the red area must be deep red);
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 12.5° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

#### Gala:

- skin colour: yellow-green to golden yellow;
- additional skin colouring: red on at least 20% of surface (standard Gala); > 50% for red clones;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 60 mm;
- sugar content: over 10.5° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

#### Golden Delicious:

- skin colour: light green to yellow;
- additional skin colouring: pink in some environments;
- russeting: up to 20% of surface netted with russeting, on not more than 20% of fruit; for organic apples russeting is allowed according to the russeting criteria for category II fruit;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 11° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

#### Granny Smith:

- skin colour: intense green;
- additional skin colouring: slight pink facetting possible;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;

- sugar content: over 10° Brix;
- firmness: at least 5.5 kg/cm<sup>2</sup>.

Idared:

- skin colour: yellow-green;
- additional skin colouring: uniform bright red > 33% of the surface;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 10° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

Jonagold:

- skin colour: yellow-green;
- additional skin colouring: bright red for Jonagold: striped red > 20% of the surface; for Jonagored: red > 50% of the surface;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 11° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

Morgenduft:

- skin colour: light green to yellow;
- additional skin colouring: uniform bright red on at least 33% of surface; for Dallago: deep brilliant red on at least 50% of surface;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 10° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

Red Delicious:

- skin colour: yellow-green;
- additional skin colouring: brilliant deep red streaks on at least 75% of surface; for red clones > 90% of the surface;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 10° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

Stayman Winesap:

- skin colour: yellowish green;
- additional skin colouring: uniform red with light streaking > 33%; for Red Stayman (Staymanred): > 50% of the surface;

- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 10° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

Pinova:

- skin colour: light green to yellow;
- additional skin colouring: striped red > 10% of the surface;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 65 mm;
- sugar content: over 11° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

Topaz:

- skin colour: light green to yellow;
- additional skin colouring: striped red > 33% of the surface;
- commercial category: Extra and I; also II for organic products;
- size: minimum diameter 60 mm;
- sugar content: over 10.5° Brix;
- firmness: at least 5 kg/cm<sup>2</sup>.

**3.3. Raw materials (for processed products only)**

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**3.4. Animal Feed (for products of animal origin only)**

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**3.5. Specific steps in production that must take place in the identified geographical area**

'Mela Alto Adige'/'Südtiroler Apfel' must be grown and harvested within the production area indicated in section 4.

**3.6. Specific rules concerning slicing, grating, packaging, etc.**

To avoid damage to the product such as skin lesions, bruising leading to browning of the flesh and other damage, preparation and packing must take place within the defined geographical area. This restriction is due to the great deal of experience the operators, active for over 40 years in the Alto Adige defined area, have gained in post-harvest product processing.

**3.7. Specific rules concerning labelling**

The words '*Mela Alto Adige*' *Indicazione geografica protetta* (Italian) or '*Südtiroler Apfel*' *geschützte geografische Angabe* (German) must appear on the label to be affixed to the boxes, sales packaging or individual fruit. The minimum height of the words '*Mela Alto Adige*' or '*Südtiroler Apfel*' on the labels to be affixed to the boxes or the sales packaging must be 2 mm. The minimum height of these words on the stickers to be affixed to the fruit must be 0.8 mm.

Together with the Protected Geographical Indication, indications and/or images referring to company names, trade names or logos of consortia or individual companies may be used provided they do not have promotional content and are not likely to mislead the consumer.

#### **4. CONCISE DEFINITION OF THE GEOGRAPHICAL AREA**

The production zone of 'Mela Alto Adige' or 'Südtiroler Apfel' forms part of the Autonomous Province of Bolzano (Alto Adige/Südtirol), a total of 72 municipalities.

#### **5. LINK WITH THE GEOGRAPHICAL AREA**

##### **5.1. Specificity of the geographical area**

The climate of the Alto Adige is highly favourable for apple cultivation, with more than 300 days of sun a year. In late summer and autumn there are typical marked temperature changes between day and night – during the day the temperature can reach 30° C and during the night fall to 8-10° C. Most production comes from holdings located more than 500 m above sea level. The extraordinarily fertile soils are light, well drained and oxygen-rich. This allows optimum root development. The soils have an average or high humus content.

##### **5.2. Specificity of the product**

'Mela Alto Adige'/'Südtiroler Apfel' apples are noted for their particularly pronounced colour and flavour, their solid flesh and their very long keeping qualities; these are due to a combination of soil and weather factors and the skills of the growers.

##### **5.3. Causal link between the geographical area and the quality or characteristics of the product (for PDO) or a specific quality, the reputation or other characteristic of the product (for PGI)**

The practices of growers in the Alto Adige allow them to produce high quality apples, thanks to the optimum balance between growth and fruit production. 'Mela Alto Adige'/'Südtiroler Apfel' apples are produced using techniques and methods which have a low impact on the environment. The production systems for 'Mela Alto Adige'/'Südtiroler Apfel' aim to make the best use of the production areas' natural soil and climate advantages. The combination of the high number of sunlight hours, cool nights and low rainfall guarantees fruit with a particularly pronounced taste and colour. The height of the orchards, from 200 to 1 100 m above sea level, and the light, well aerated soils guarantee a strong fragrance and solid flesh and hence a high keeping quality. Moreover, a balanced nutrition, designed to boost fruit quality and check the development of physiological diseases, is given on the basis of soil analysis.

Thanks to the favourable soil and climate conditions, apple growing in Alto Adige has over time passed from purely local varieties to those from other countries, well adapted to the microclimate, as attested by numerous sources. As early as the Middle Ages various apple and pear varieties were widely grown on the mountain farms (*masi*) of the Alto Adige for the use of the family living on the farm itself. From the mid-19<sup>th</sup> century fruit-growing became a flourishing commercial activity, with buyers in Vienna, Innsbruck, Munich, Warsaw and St Petersburg. This period also saw the modernisation of fruit-growing in Alto Adige. In 1831 the schoolmaster Johann Iakob Pöll published the first manual on fruit-growing and in 1872, at the

newly established San Michele all'Adige Agricultural Institute, fruit-growing was introduced as a specific subject in the teaching curriculum. A nursery list of the Bolzano Agricultural Association of 1856 already mentions no fewer than 193 varieties of cultivable apple. The more important historical work on fruit and vegetable growing in the Alto Adige by Karl Mader (1894 and 1904) recognises almost 40 varieties as being very widespread in the entire Alto Adige area.

The combination of these environmental factors and the centuries-old activity of man, involving the close interweaving of apple-growing and protection of the land and the environment that is a feature of the local production system, contribute to the reputation of 'Mela Alto Adige'/'Südtiroler Apfel' on both the domestic and international markets.

The apple production chain at present involves 8 000 growers, mainly associated in cooperatives, 2 500 employees in the market preparation centres and 12 000 fruit-pickers.

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### **Reference to publication of the specification**

The Ministry launched the national objection procedure with the publication of the proposal for modifying 'Mela Alto Adige'/'Südtiroler Apfel' as a protected designation of origin in Official Gazette of the Italian Republic No 164 of 16 July 2011.

The full text of the product specification is available on the following web site: <http://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/3335>

or

by going directly to the home page of the Ministry of Agricultural, Food and Forestry Policy ([www.politicheagricole.it](http://www.politicheagricole.it)) and clicking on 'Qualità e sicurezza' (in the top right hand corner of the screen) and then on 'Disciplinari di Produzione all'esame dell'UE'.