

MORREN'S Jonagored®

YOU CANNOT AFFORD NOT TO INCLUDE THIS APPLE IN YOUR SALES ASSORTMENT

The MORREN'S® Jonagored® apple variety originated in 1980 on the fruit farm of Jos Morren in Halen, Belgium. The prospects for this promising apple variety are simply brilliant.

Because of its extraordinary qualities, it grew in a short time, with an annual production of almost 270 million kg, into the 6th or 7th most important apple variety in Europe!

Are you looking for that one exclusive and special product to spoil your clients with?

MORREN'S® JONAGORED®: CRISP, JUICY, SWEET, PLEASANTLY FRESH SOUR AND TASTY
ARE ONLY A FEW TYPICAL REMARKS THAT WERE GIVEN TO THIS APPLE IN TASTE TESTS.



**WE ARE CONVINCED THAT MORREN'S® JONAGORED®
IS THE APPLE TO SUCCESSFULLY TAKE UP THIS CHALLENGE.**

A NEW AND VALUABLE APPLE VARIETY

ITS QUALITIES:

- ☞ Crisp and very juicy flesh with a pleasantly fresh and fine taste.
- ☞ A strong apple, firm flesh with a pressure of 8 Kg-17,5 Lb.
- ☞ A guarantee for a good display and shelf-life.
- ☞ Increasing appreciation on the part of the trade.

THE PRIZEWINNER:

- ☞ The apple won internationally many first prizes.
- ☞ Among which: "the tastiest apple"; during this competition which was organised in England, all panellists unanimously gave the first place to the MORREN'S® Jonagored®!
- ☞ In Oregon, USA, this apple received the highest rating ever awarded to an apple in taste tests.

A DELICIOUS TOP QUALITY APPLE



MORREN'S® JONAGORED® WON INTERNATIONALLY THE FOLLOWING PRIZES:

1989/1996: FIRST PRIZE FOR "THE FINEST DESSERT APPLE"
GIVEN FOR THE "BEST COLOUR, SKIN QUALITY AND FINISH" (GB)
1989: FIRST PRIZE FOR "THE BEST NEW APPLE VARIETY" (GERMANY)

1991: FIRST PRIZE FOR "THE TASTIEST APPLE" (USA)
1992: FIRST PRIZE FOR "THE BEST STORED APPLE" (GB)
1996/1998: FIRST PRIZE FOR "THE TASTIEST APPLE" (GB)

FRUIT TRADE



JOROFRU®
QUALITY MARK

JOS MORREN - IMPORT - EXPORT

NURSERY, FRUIT PRODUCTION AND FRUIT TRADE

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NURSERIES



WE DELIVER:
TOP QUALITY