

MORREN'S JONAGORED®, a "SUPERB APPLE VARIETY" for the fruit grower as well as for the trade, the export and the consumer !

IT IS:

- ✓ A VERY PRODUCTIVE VARIETY, EASY TO GROW AT MINIMAL PRODUCTION COSTS
- ✓ TREES PRODUCE HIGH QUALITY FRUIT, WHICH CAN BE GUARANTEED FOR SEVERAL YEARS, WITH A MAXIMUM OF FIRST QUALITY FRUIT
- ✓ WITHOUT ANY COLOURING OR STORAGE PROBLEMS
- ✓ APPROPRIATE TO BE PLANTED FOR HIGH DENSITY SYSTEMS, WITHOUT ANY RISK OF BAD FRUIT COLOURING
- ✓ A VARIETY WHICH CAN HOLD ITS PLACE IN THE MARKET NOW AND IN THE FUTURE
- ✓ INCREASING APPRECIATION ON THE PART OF THE TRADE
- ✓ REACHES THE HIGHEST AVERAGE PRICES

DID YOU KNOW:

- ☞ THAT MORREN'S JONAGORED®, WITH ALREADY AN ANNUAL PRODUCTION OF MORE THAN 270 MILLION KG, GREW OUT INTO THE 6TH OR 7TH MOST IMPORTANT APPLE VARIETY IN EUROPE?
- ☞ THAT THIS IS ONLY 2,5 TO 3,5 % OF THE TOTAL EUROPEAN APPLE PRODUCTION?

TAKING MORREN'S JONAGORED®'S EXCELLENT QUALITIES INTO ACCOUNT, THE GROWTH OF THE PRODUCTION AND THE FURTHER DEVELOPMENT OF THIS VARIETY ARE STILL JUSTIFIABLE AND EVEN STRONG RECOMMENDED IN OUR AREAS!

NOT THE HIGHEST
MARKET PRICE PER CASE,
BUT THE HIGHEST
RETURN PER BIN
OR ACRE
DETERMINES YOUR INCOME !

ADVICE:

1. THE MORREN'S JONAGORED® DOES NOT REQUIRE SUMMER-PRUNING OR CHEMICALS FOR COLOURING IMPROVEMENT.

2. HARVESTING: CERTAINLY IN TWO PICKINGS !

THE COLOURING OF MORREN'S JONAGORED® DURING THE INITIAL RIPENING PERIOD IS VERY IRREGULAR, HOWEVER AS MATURATION PROCEEDS, THE COLOURING CHANGES DAILY, SO THAT AT HARVEST TIME THE APPLES ARE UNIFORMLY RED.

DUE TO ITS EARLY COLOURING, SOME GROWERS TEND TO PICK THE APPLES TOO EARLY. EXPERIENCE HAS SHOWN THAT AS SOON AS THE GREEN BACKGROUND OF THE APPLE CHANGES TO A PALE-GREEN AND THE RED COLOUR IS NO LONGER BROWN-RED BUT RED, THE TIME FOR PICKING HAS COME.

3. MARKETING, PACKAGING OF MORREN'S JONAGORED®:

TO ASSURE MORREN'S JONAGORED®'S GOOD REPUTATION FROM THE VERY BEGINNING, WE RECOMMEND THAT APPLES OF THE SAME QUALITY, VERY CAREFULLY SORTED ACCORDING TO SIZE AND COLOUR, SHOULD BE PACKED IN ONE LOT.

AS TRADEMARKS BECOME MORE IMPORTANT IN THE FUTURE, ESPECIALLY FOR THE APPLE TRADE, WE EXPLICITLY ASK YOU ALWAYS TO MENTION THE TRADEMARK MORREN'S JONAGORED® FOR THE DISTRIBUTION, PROMOTION AND SALE.

FRUITTREE NURSERY - FRUITPRODUCTION - FRUITTRADE

Jos MORREN

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WE DELIVER:

- ✓ TOP QUALITY
- ✓ HIGH GRAFTED TREES
- ✓ VARIED ASSORTMENT