

Purple Gala Apple Has Won Market Acceptance

Detail Introduction :

A 100% red apple, developed by Brazilian researchers, is very promising. The Purple Gala has an intense uniform red color on the skin. Researcher Paulo Ricardo Oliveira, of Embrapa Grape and Wine (Bento Gonçalves/RS), spoke about the importance of this characteristic for apples that meet market demand.



Oliveira: "Even with the heat and drought that occurred in this latest crop, the new variety was able to maintain its intense red color. This is a huge difference compared to others on the market." According to the researcher, in addition to this intense coloring, the homogeneous size provided the Purple Gala fruits with a CAT (Consumer Acceptance Test) the most valuable category for more than 90% of the packaged pieces.

According to the researcher, the new apple has won excellent market acceptance. "The issue of color is fundamental because, from a sensory point of view, the consumer's decision is closely related to the visual aspect. In addition, it is an opportunity to take advantage of apple exports in Brazil, where there is already a worldwide movement of interest in gala varieties with this characteristic."