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 demands.

purple gala apple

Oliveira: “Even with the heat and drought that occurred in this latest crop, the new variety was able to mai intense red color. This is a huge difference compared to others on the market.” According to him, in additio intense coloring, the homogeneous size provided the Purple Gala fruits with a CAT 1 rating, the most valu 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 color In addition, it is an opportunity to take advantage of apple exports in Brazil, where there is already a worldw movement of interest in gala varieties with this characteristic.”