

# Xeleven(s) Swing® ready to conquer the world

## Info

### Variety and brand

The variety name Xeleven(s) has officially existed since the summer of 2016. When being researched it was referred to by the names Gala Rita or X9596. Swing® is a protected brand name.

**At the annual Fruit Logistica in Berlin, partnership agreements are regularly signed. In February 2017, Red Moon® Srl (from Italy) took the opportunity to sign two growing and sales agreements for Xeleven(s) Swing®, a variety originating from France. This variety combines scab resistance and an extreme lack of susceptibility to various diseases with high production volumes and good flavour.**

Every year, many new varieties are introduced. Often the question can be asked what added value does a new variety have with respect to the extensive existing range. This question is easily answered for Swing®, a variety that originated in France. In addition to its very attractive appearance, the variety has a good flavour. It is sweet, has a sugar content of around 15° Brix and is very aromatic. Moreover, it can be stored for a very long time and has an excellent shelf life. This variety is exceptional because it com-

bines these properties with an extreme lack of susceptibility to various diseases. In addition to scab resistance, the variety is hardly susceptible to mildew and is unattractive to various aphids. The latter is easily visible in trial orchards, where various varieties can be heavily infested by aphids while Xeleven(s) Swing® remains insect free. This is also clearly visible on trees that have been top worked. The shoots of the old variety can be heavily infested, while the newly budded part remains free of insects. The variety also seems to have a lack of susceptibility to other fungi and storage diseases.

## Colouring is no problem

Jean Luc Carrieres, the French breeder, selected the variety in 1994 from a PRI612-1 x Gala cross. PRI612-1 was adopted due to its extreme lack of susceptibility to various diseases. After an initial screening, Carrieres quickly saw the advantages of the variety and decided to plant half a hectare in 2006. This orchard, which is currently 10 years old, is the oldest Xeleven trial site. In the cold store, the variety also quickly attracted attention. Of the many varieties that Carrieres keeps in his cold store, Xeleven(s) is one of the apples that has the best storage characteristics. In collaboration with Escande, the French tree nursery, the variety was planted at various research stations and private orchards, as a result of which experience has been gained in various climate zones. Due to its relatively late ripening, comparable to that of Fuji, the variety is less suitable for growing in Northern Europe. However, more to the south the variety is not very fussy; it grows in lowlands and in mountainous regions. In the Alps, it grows well at an altitude of 700 metres, but it also performs well in regions around the



Xeleven(s) Swing® combines an attractive appearance with good flavour, very good storage characteristics and a lack of susceptibility to disease.

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Mediterranean Sea. Up to now, no problems related to colouring have been found in any region.

## Easy tree

Xeleven(s) is a true bi-colour apple, with on average an 80% blush on a green yellow background. The variety colours early and very easily. The fruit size is medium; 75-80 mm will probably be the most dominant size. The shape is regular, with a rather deep calix and a long stalk. The fruits are very firm and keep their firmness also when they are taken out of the cold store. The flavour is sweet and juicy. In some years, some water core can develop, but this disappears during storage. The variety flowers abundantly, at the same time as Golden Delicious, and has a good fruit set. However, it must be heavily thinned to produce an adequate fruit size. Fortunately, Xeleven responds well to various chemical thinning products. Moreover, it also appears to be easy to thin when grown organically. "Its extreme lack of susceptibility to biennial bearing is striking", says Jürgen Braun, CEO of Red Moon® Srl, owner of the variety. "This is a must for every new variety, it is the only way for a grower to guarantee regular production." The variety is, dependent



Xeleven(s) Swing®

Red Moon® Srl

on the year and the growing region, ready for picking approximately at the same time as Fuji. Xeleven does not experience early fruit drop and even when the apples are ripe, they are not quick to fall from the tree. Two picking rounds will be required to harvest a uniform product. The tree is easy, somewhat comparable to Gala. The vigour is moderate, but the variety forms new shoots very spontaneously when an older branch is removed. The tree is also easy in the tree nursery, where it also forms many shoots.

## Red Moon® Srl

In the early spring of 2016, the Italian company Red Moon® Srl became the owner of the variety. This is a consortium with the following members: KIKU Variety Management, Benoit Escande Editions, the French breeder Jean Luc Carrieres and the fruit consultants Luis Clementi and Hans Scholten. The company is mainly known for its red flesh apples, but it also develops apples with 'normal' flesh. Red Moon® Srl is unique as it brings various people together who have extensive experience in variety development and marketing. Jürgen and Thomas Braun, the men behind KIKU®, have already successfully launched various varieties. They developed the unique Fuji-KIKU concept, where the parties, on a voluntary basis, can decide to market the Fubrax Fuji under the KIKU brand or not. The brothers also developed the concepts for Isaaq®, the snack apple, and the Crimson Snow® club variety. Benoit Escande is the man behind the successful club variety Juliet®, which is the only apple in the world that is only allowed to be grown organically. Together, all of the partners in Red Moon® Srl have a worldwide network of partners in research, growing and sales. As a result, the company can work efficiently on every continent. The men also have a clear vision about the future of both growing and sales. New varieties must make it possible to reduce growing costs and to work in a more environmentally friendly way. A new

variety must also produce regularly and have a clear added value for the consumer. That the success of a new variety depends on the quality of its marketing is pre-eminently clear to the Red Moon® team.



The partners Red Moon® Srl and Gerfruit are confident about the future.

Red Moon® Srl



### Join the club

Prior to the establishment of the club, in the spring of 2016, several thousand trees were planted in many small orchards, mainly in France. In principle, the growers can become members of the club and sell their apples via Gerfruit. If these growers decide to sell the variety themselves, they are not allowed to use the brand name Swing® and the fruits must then be sold under the variety name Xeleven(s).

### Worldwide protection

The brand Swing® is protected in many countries throughout the world. Various steps have also been taken to gain more experience with the variety in many countries. Grafting and budding material is present on every continent or is in quarantine.

### Organic growing

Due to its lack of susceptibility to disease, Xeleven(s) is an interesting choice for organic growing. Moreover, it is a welcome addition to the product range, as it is one of the few varieties that can be stored for a long time.

## Club variety

Xeleven attracted the attention of Red Moon® Srl due to its lack of susceptibility to disease, but also due to its very good storability. It seems to be able to be kept throughout the year without problems. The partners quickly decided to market the variety as a club variety. So many new varieties are introduced every year that the managers of Red Moon® Srl are convinced that without effective marketing even the best apple does not stand a chance of success. Due to its lack of susceptibility to various diseases, Xeleven(s) is suitable for both organic and conventional growing. Therefore, it will be developed for both market segments. A list of obligations related to the conventional growing process will be developed, the objective of which will be to grow as naturally as possible. Practice will show the degree to which this is possible. For this more natural production process, the company created the slogan 'Natural More®'.



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## Serious interest

The first Xeleven orchards have been planted. In the winter of 2015/16, Red Moon® Srl planted 10 ha in Ereclea, Italy (close to the Adriatic Sea). This was done to be able to show the variety to interested parties as soon as possible, but also to produce the variety commercially. A few more hectares were planted in the winter of 2016/2017. Fratelli Clementi, the Italian trading company, is the first partner to sign a contract with the club. The company will grow Xeleven(s) apples conventionally and will have planted 40 ha by 2020.

In France, SICA Gerfruit has chosen Xeleven(s). Gerfruit is better known through its brand name Mylord®. It will play a dominant role in the development of Xeleven(s) Swing® in France. The company will initially start developments for the organic market. However, it is not ruled out that in several years' time, the apples will also be grown for the conventional market. Gerfruit has played a leading role in the club variety Jazz for a while, it therefore has the required knowledge to launch a new variety onto the market (see Sica Gerfruit). Various sales organisations in several countries have already contacted Red Moon® to discuss working with the company.



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## Sica Gerfruit

Gerfruit was founded by the Tessier family, which started to grow fruit more than 100 years ago. The company is currently run by Patrick Tessier and his son Romain. It has developed into a sales organisation with 750 hectares of fruit, 250 hectares of which are managed by the family. Gerfruit sells 45,000 tonnes of apples and 1,000 tonnes of pears annually. Of the 18 different apple varieties the company markets, the majority are the latest strains of Gala, Golden Parsi, Scifresh (Jazz®), Scilate (Envi®) and Chanteclerc. The cooling systems are modern and operate X-ULO (extra low oxygen) and DCA regimes. The grading lines are some of the most modern in the country. In addition to growing and selling within the inner circle, there is intensive collaboration with several other French trading companies, including selling to the Far East. The Harmonie sales agency has been established to do so, chaired by Patrick Tessier. This sales agency sells 26,000 tonnes of fruit outside of Europe, making it France's second largest exporter. The fruit is mainly destined for Canada, Africa, the Middle East and Southeast Asia.

Gerfruit also established a joint venture with the objective of adding more value to traditional French apple varieties including Reine de Renette and Chanteclerc.

The group also plays a leading role in marketing the club varieties Jazz and Envi in France. Gerfruit's in-depth knowledge of the apple market is to the advantage of Xeleven(s) Swing®.



During Fruit Logistica, Jürgen Braun, Red Moon® Srl (left) and Patrick Tessier (right) signed the agreement for the market introduction of Swing® in France.

*Red Moon® Srl*

## Clementi

Jozef Clementi established the Fratelli Clementi family business in 1952. In 1980, Richard, one of his sons, took over its management. Many family members are involved in the company. From the beginning, the company has grown steadily. Approximately 70,000 tonnes of apples are now sold annually. The company grows a proportion of these, the remainder are supplied by other growers. The focus is quality, the customers can count on a very high-quality product. Richard's brothers have extensive knowledge of cultivation, they provide their suppliers guidance in the area of the required techniques. As a result, they achieve consistently high quality. The par-

ent company is located in Leifers, near Bolzano, South Tyrol. The apples that are sold by the company are grown throughout Northern Italy, up to the Adriatic Sea. The range of varieties is rather wide and includes Gala, Golden Parsi and Granny Smith as free varieties. The club varieties include Pink Lady®, Crimson Snow®, Isaaq®, Modi® and Greenstar®. The fruits are sold throughout Europe and also to the Middle and Far East and North Africa. Of course, all certification requirements are met. The company has great plans for Xeleven(s) Swing®.

### Websites

Would you like more information?

You can find this on the following websites:

[www.swing-apple.com](http://www.swing-apple.com)  
[www.redmoon-apple.com](http://www.redmoon-apple.com)