

WE HIT YOU TASTE!

New fruit varieties for professional fruit production.



RANGE OF FRUIT MEETS THE HIGHEST DEMANDS

That is Artevos

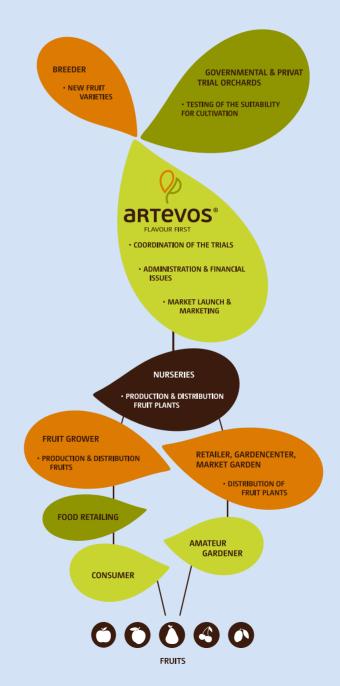


Gustative pleasure, regular yield, simple cultivation and high resistance of the chosen varieties and a wide range of new species – these are the significations of Artevos. Efficient association of national and international shareholders sets fruit incentives using professional knowledge and experience.

Derive benefits from our Know How and indulge yourself our new fruit varieties.

PASSION FOR QUALITY IN FRUIT

Our crucial tasks are:





WE ARE ACTIVE TODAY FOR THE VARIETIES OF TOMORROW

Active for the good taste, we are developing and promoting new fruit varieties for professional fruit production which has high demands for the taste, fruit quality, yielding capacity and robustness. For as different as they are, all our newly designed varieties have one important thing in common: a new flavourful experience that meets the highest demands.

OUR KNOW HOW YIELDS FRUIT FOR YOU

With regard to the purchase and commercialization of new varieties, we work closely with well-regarded institutions specialising in cultivation work both inland and abroad. For this reason we continually monitor and actively participate in current developments.

RIPENESS CONTROL

Before we add a new variety to our range of products, it has to pass a number of tests. Trees regarded as possible "candidates" are planted in several locations, all under different climatic conditions, and they are accurately monitored for several years. We work very closely with professional commercial fruit farmers as well as teaching and research institutions. On the basis of the results we make our decision for or against a species. It often takes more than 20 years before a variety can be marketed.









HARONIA®

Very long clusters; big, cracking-resistant berries; mild aroma

A garish red seedling of ,Red lake' has a considerable superiority over its mother plant, i.e. very large berries and long clusters without fruit dropping, very good fruit quality also after the transportation and storage as well as the strong plant the leaves of which protect the berries from the sunburn. And the most important advantage of Haronia — it has an outstanding mild aroma without an acid flavour which it typical for other currants!

JOFELA® (7346[®])

Sharka (plum pox virus) resistant; perfect aroma; stone can be easily removed

Originating from a crossing of the so far only sharka (plum pox virus) resistant plum variety ,Jojoʻ and the variety ,Felsinaʻ which obtains the excellent tasting qualities, 'Jofela' combines the positive characteristics of its both parents. The healthy tree bears perfect fruits with a particular outstanding aroma which can be harvested over a long period of time and which are perfectly suited for fresh consumption as well as for bakery purposes.

MARIELLA®

Very firm, luscious fruit pulp; perfect storability; outstanding Shelflife

This apple cultivated in Switzerland acquires its best tasting qualities starting from January and due to its perfect storability it can be kept in a simple cool storage till summer without any additional efforts to prolong the storage time of this apple. The consumers especially appreciate the firmness and the crispness of this variety as well as its mild sourish aroma. With its late harvest ripeness the variety 'Mariella' deserves credentials especially in vine-growing regions.