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Kissabel kicks off NH campaign



Harvesting is now underway in the UK, France and Switzerland and will move to Italy and Germany in October

Kissabel, the innovative range of apples with coloured flesh running from pink to intense red, is about to return to the European market.

Harvesting of the first yellow and orange skin and pink flesh varieties of the new season began in September in the UK, France and Switzerland. In October it will be the turn of Italy and Germany, where mainly varieties with red flesh and skin are grown.

The US will also start harvesting in autumn, with quantities intended for commercial tests.

Some of the biggest names in international apples are now taking part in the Kissabel programme.

The European partners are Alliance Mesfruits Gerfruit and Blue Whale in France; VOG, Melinda, VIP, La Trentina and Rivoira in Italy; Greenyard and Worldwide Fruit Ltd (UK); Fenaco (Switzerland); Red Apple

Germany consortium (Germany); and Nufri (Spain). NBT Cooperative is the range's US partner.

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