

Britain's favourite fresh produce magazine since 1895



By Mike Knowles

Thursday 14th January 2021, 14:52 GMT

Vog signs up to sustainability project



South Tyrol is one of Europe's largest apple-growing regions

Partnership with Sustainapple will focus on respecting nature, promoting healthy eating, and maintaining profitability

Europe's largest apple supplier Vog has signed up to Sustainapple, a strategic project designed to develop and promote sustainable practice in the South Tyrolean fruit growing industry.

Working alongside several other organisations that are already part of the initiative, the company said it would pursue a shared plan for the north-east Italian region's apple business over the coming years.

"The search for a balance between ecology and economy, innovation and tradition, economic sustainability and social sustainability has always been central to our work," remarked Georg Kössler, chairman of VOG and the South Tyrolean Apple Consortium

The strategy, which was developed in consultation with experienced sustainability experts Alfred Strigl and Sylvia Brenzel, incorporates the UN's 17

It will focus on three main areas: global success for the South Tyrolean apple sector; the promotion of healthy eating; and respect for nature.

Those areas in turn comprise various action plans, which Vog said will be implemented according to a precise schedule.

A wooden toolbox, containing important information about sustainability in the region's fruit business and the measures set to be undertaken, will be distributed to all trade professionals in the near future.

"It is a project that highlights the sustainable approach that the South Tyrolean apple-growing sector has been pursuing for some time," commented Vog chief executive Walter Pardatscher. "It is a useful tool that indicates the way forward."

Pardatscher added that the

consortium's decisions had long been guided by the concept of sustainability. "All the apples are grown using either integrated production or organic farming," he noted. "47 per cent of the electricity used for apple storage is self-generated by the cooperatives and comes from photovoltaic plants."

Enjoyed this free article from Fresh Produce Journal and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Fresh Produce Journal](#).

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM