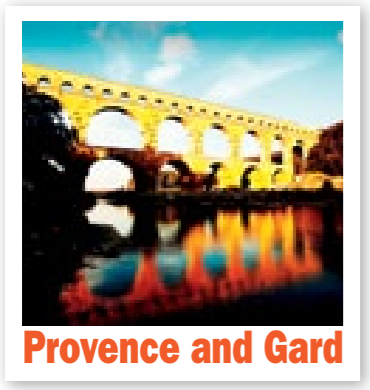
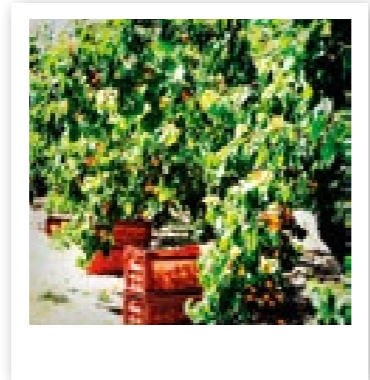




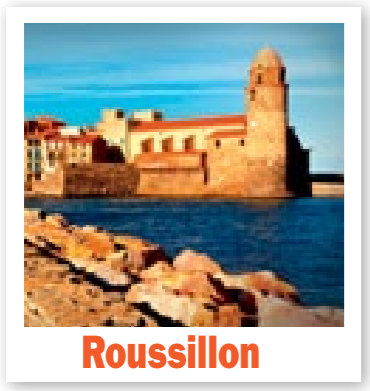
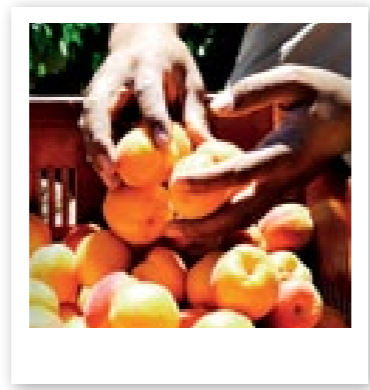
# Enjoy our regions !



Rhone Valley



Provence and Gard



Roussillon



# Follow

the flavours of summer...



# Our regions' apricots, a safe bet on your shelves

*The first summer fruit to arrive on our stalls and the second-ranked summer fruit in terms of volume...  
It's our regions' apricot ! The safe bet that will enliven your shelves !*

## Dynamic producers !

**An environmentally  
friendly approach**

**Orchards which feature  
different varieties and  
new plantings**

France is a leader in varietal  
innovation with high-quality  
production across an increasingly  
extended calendar

**3 regions,  
3 terroirs...**

Rhone Valley	44 %
Provence-Gard	40 %
Roussillon	16 %

## Terroirs, colours... flavours !

### Type

*Groups with similar characteristics  
have been formed through analysis  
of main common factors (flavour and  
appearance). This makes it easier to  
understand the full range of apricot  
varieties and terroirs.*

### Innovation

*France takes a particularly dynamic  
approach to planting new varieties.  
Aim: improve flavour quality; extend the  
season both earlier and later; improve  
natural resistance to reduce inputs.*

### Calendar

*Regions in synch :*



GROUPS WITH SIMILAR CHARACTERISTICS	VARIETIES	ORGANOLEPTIC QUALITIES				SIZE	PRODUCTION CALENDAR							NATIONAL ORCHARD 14,000 HA (Agreste) Estimated distribution (according to AOP Apricot* distribution)	PRESENCE BY AREA					
		average	low	average	1=soft	medium	Colouring Base colour and blush								from 0 à 19 %	of total national surface area				
		medium	medium	medium	2=medium		15 may	1 <sup>er</sup> june	15 june	1 <sup>er</sup> july	15 july	1 <sup>er</sup> august	15 august		1 <sup>er</sup> sept.	15 sept.	from 20 à 40 %			
		high	high	high	3=firm	large									more than 40 %					
		sweet flavour	sharp flavour*	aromatic note	texture once ripe									Roussillon	Gard-Provence	Rhone Valley				
<b>Orangered® group</b> Red-orange Sweet to balanced flavour Very aromatic	Orangered®				1											5,3 %				
	Orange Rubis®				1											0,6 %				
	Harogem				2											0,5 %				
<b>Tomcot® group</b> Coppery orange Balanced to sharp flavour Aromatic	Sylred				3											0,5 %				
	Tomcot®				2											1,8 %				
	Flavorcot®				2											0,4 %				
	Sweetcot®				2											0,5 %				
<b>Bergarouge® group</b> Bright red-orange - Balanced flavour - Very aromatic	Bergarouge®				1											3,8 %				
	Bergeval®				2											2,3 %				
<b>Roussillon group</b> Tradition and terroir Mottled orange Balanced flavour Aromatic	Rouge du Roussillon				2											1,0 %				
	Royal Roussillon				2											2,4 %				
	Helena Roussillon®				2											1,6 %				
<b>Orangé de Provence</b> Tradition and terroir - Balanced flavour and very aromatic	Orangé de Provence				1											14,3 %				
<b>Bergeron group</b> Tradition and terroir Mottled orange Balanced to sharp flavour	Bergeron				2											22,4 %				
	Tardif de Tain				2											1,4 %				
	Tardirouge®				3											0,4 %				
<b>Other Orange - red</b>	Wondercot				2											1,4 %				
	Early Blush®				1											1,5 %				
	Springblush®				2											0,8 %				
	Magic Cot®				2											1,3 %				
	Pinkcot				3											2,4 %				
	Flopria				2											1,6 %				
	Robada				1											1,4 %				
	Bigred®				2											1,0 %				
	Perle Cot®				2											0,5 %				
	Kioto				3											2,8 %				
	Lady Cot				3											0,9 %				
	Farely				2											0,7 %				
	Faralia				2											1,3 %				
<b>Other Orange</b>	Soledane				2											2,0 %				
	Goldrich - Jumbo Cot				3											2,2 %				
	Goldbar® - Goldstrike®				3											0,4 %				
	Hargrand				2											1,4 %				
<b>Very late</b>	Farbaly				3											2,7 %				
	Farhial				2											0,5 %				
	Farlis				3											0,5 %				
	Farlo				2											0,6 %				
<b>Red apricots</b>	trial phase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
<b>White-fleshed apricots</b>	trial phase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

\*Association of Apricot-Producer Organisations

# Better product segmentation to increase sales

**Analysis :**  
apricot selection not wide enough compared with other fruits.

**The ideal equation :**  
clear product segmentation  
+ the right balance between volume products and higher quality.

**For higher sales :**

- additional products
- focus on 3 sections (budget/core market/premium) and vary packaging (trays, punnets, etc.)

Below, a standard product segmentation model, to be adjusted to suit the size of the shelf display, the stage in the season, and specific supply conditions.



**The first summer fruit on our stalls has great development potential !**