

# **Improving shipment protocols for apples to Japan**

Lucy Gregg  
Fruit Growers Tasmania Inc

Project Number: AP07050

## AP07050

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Horticulture Australia Ltd  
Level 7  
179 Elizabeth Street  
Sydney NSW 2000  
Telephone: (02) 8295 2300  
Fax: (02) 8295 2399  
E-Mail: [horticulture@horticulture.com.au](mailto:horticulture@horticulture.com.au)

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**Fruit  
Growers  
Tasmania Inc**

## **Project AP07050 Improving Shipment Protocols for Apples to Japan**

**Final Report September 2008**



## Introduction

The Tasmanian fruit industry is heavily reliant on export markets as production exceeds local domestic consumption. Tasmania's area-freedom from fruit fly also allows it to access many international markets currently unavailable to mainland Australia. In recent years the Tasmanian industry has worked diligently to develop export market opportunities for the state and national industries both in pome fruit and also in stone fruit. Market access and market maintenance remain high priorities of the industry as reflected in the Fruit Growers Tasmania (FGT) Strategic Plan.

The Tasmanian fruit industry has demonstrated a high degree of resilience in recent years. Whilst there has been some rationalisation within the apple industry there has also been some substantial new plantings of pome fruit orchards, particularly with Royal Gala and "club" varieties such as Jazz TM. Investment in the industry is being driven by the knowledge that financial rewards can be gained by providing quality produce for the upper end of world markets.

Further factors driving investment in the state is its continued area-freedom from fruit fly and other commercial pests and diseases, as well as its relative abundance and availability of water in comparison to mainland fruit growing districts. Combined with long term climate change expectations and a progressive global demand for fresh fruit, the future for the Tasmanian industry looks strong and large commercial investors are already showing interest in developing large orchards within the state.

Tasmania was granted access to Japan for Red Fuji apples in 1998 with the first commercial shipments of Fuji occurring in 1999. The export program of Fuji variety apples continued until 2005 however quality issues in relation to the fumigation, amongst other issues, hampered the commercial success of the program. In 2005 the Tasmanian industry sought access for other varieties of apples into Japan. The application was successful and Tasmania was granted access to Japan for varieties other than Fuji in 2005.



In recent years the Tasmanian industry has been developing stronger commercial ties with Japan through activities such as a Ministerial Trade Missions (Sept 2006) and the hosting of numerous Japanese delegations from consumer groups, supermarket chains and independent wholesalers and retailers. Interestingly a meeting held with AEON supermarkets in September 2006 (one of the targets supermarket chains in Japan) highlighted the concern for sourcing food in the future in a country that produces less than 40% of its own food requirements. Along with the current sentiments re global food shortages and with the populations of China and India becoming more affluent there is considerable concern in Japan for future food supplies.

Subsequently, there had been several commercial enquiries in the last year from Japan for Tasmanian apple varieties, particularly Royal Gala. To date Tasmania has not conducted export scale commercial fumigation trials on apple varieties other than Fuji however research projects have been undertaken using Royal Gala. Past research has also indicated that apples treated with Smartfresh™ suffer less fumigation damage than apples not treated with Smartfresh™. Due to the unknown extent of damage that fumigation may cause on a commercial scale trial, or with other apple varieties, individual stakeholders have not been willing to undertake a commercial trial shipment. Fruit Growers Tasmania, recognising the importance of developing this market, therefore coordinated a joint collaborative between several apple producers/packers within the state to send a trial container of fumigated apples to Japan.

Whereas the previous shipments of Fuji apples were aimed at higher level domestic consumers this trial will look at dealing with a recognised supermarket chain that has less demanding quality requirements. It is hoped that aiming the fruit at this particular market segment will develop a more commercially realistic outcome. In collaboration with the supermarket they are also keen to try various apples to gauge consumer acceptance.

This project also provides an ideal opportunity to find a niche market for varieties such as Red Jonagold which have struggled commercially on the domestic market. Other varieties to be included in the trial are Royal Gala, Granny Smith, Golden Delicious (blushed), Red Delicious and Pink Lady™.



### **Schedule of Events:**

June 2-5 <sup>th</sup>	Apples packed in various packhouses across Tasmania.
June 6 <sup>th</sup>	Apples delivered to Hobart Coolstores to ensure correct temperature of fruit prior to fumigation.
June 10 <sup>th</sup>	Japanese MAFF officer arrives in Tasmania. Fumigation of apples undertaken.
June 11 <sup>th</sup>	Apples inspected and loaded into 40' container.
June 12 <sup>th</sup>	Apples trans-shipped from Tasmania to Melbourne to await export loading.
June	Apples loaded and depart Australia
July 8 <sup>th</sup>	Apples arrive in Japan and clear customs.
July 10 <sup>th</sup>	Apples go on sale through 55 Max-Valu stores.
July 12 <sup>th</sup>	Tasmania Trade Mission delegation visit Max-Valu stores to view fruit.



### **Apple Specifications:**

The original interest in pursuing the commercial trial was the fact that the supermarket chain involved in the negotiations were keen to discuss and come to agreement on specifications which enabled a viable commercial outcome for the grower and packhouse and also enabled and encouraged fruit to be directed into the Japanese market. In previous Japanese exports the rigorous quality specifications have deterred many growers and packhouses to pursue exports to this market. The quality specifications were heavily aligned to Australian Class 1 standards

### **Varieties:**

6 different varieties of apples including Royal Gala, Red Delicious, Golden Delicious, Red Jonagold, Granny Smith and Pink Lady<sup>TM</sup>. No consideration was given to trialing Red Fuji.

### **Size:**

Unlike previous shipments, and contrary to current sales, a conscientious decision was made to send smaller apples. The apple ranged in size from 60's through to 83's.

### **Specifications:**

Fruit was packed to meet Class 1 Australian supermarket standards. This was perhaps less rigorous than previous quality specifications set for Tasmanian apples to Japan.

#### *Packaging:*

Fruit was packed in standard Australian 2 layer, 12kg apple cartons. Specifically designed artwork for the Japan protocol was used and the carton design allowed air flow through the carton for fumigation purposes.

#### **Fumigation Research**

The research conducted in Tasmania (see attached report) indicated that there could well be issues upon the fruit arriving in Japan with quality problems. Some of the varieties suffered some external fumigation whilst other varieties showed only internal fumigation damage.

Of the varieties tested fumigation damage of the skin was observed on Pink Lady<sup>™</sup> and Golden Delicious with only Pink Lady<sup>™</sup> expressed internal browning due to the fumigation process. The level of damage on the Golden Delicious was minor and could be easily graded out in Japan for commercially marketing of the fruit. The other varieties in the shipment, Royal Gala, Red Delicious, Red Jonagold and Granny Smith did not suffer from any detectable fumigation damage.

Although a percentage of fruit was not commercially viable the threshold of damaged fruit did not exceed commercial expectations and therefore no claims were made against the fruit. The damaged fruit, particularly fruit with skin damage, was able to be used for public taste testing and therefore the fruit originally consigned as sample stock was able to be used as sales fruit and the damaged fruit was utilised for consumer taste testing.

It is a possible consideration that fruit packed to a higher quality specifications would suffer less fumigation as it is well documented that skin blemishes, punctures etc will lead to exasperated skin damage through fumigation. Saying that, one of the promising aspects of the trial was the agreement to pack the fruit to a typical Australian Class 1 standard rather than an excessive standard which previous fruit sent to Japan had been packed to.

#### **Promotional Activities:**

The promotional of Tasmanian apples was very much a collaborative effort by both the supermarket involved and also the Tasmanian industry. The Tasmanian industry made available to the supermarket chain 55 soft toy Tasmanian Devils to give away as incentives for consumers to complete and return the consumer surveys. The toys were distributed throughout 55 supermarkets within the chain.

At the same time the arrival of the fruit coincided with the supermarket chains' "Australia Fair" promotion. The promotion was well publicized in media throughout the region and promoted not only Australian produce and wine but also had a strong focus on Tasmanian produce including honey, salmon, wine, soba noodles and other items.

At the same time the store featured images of Australia and Tasmania, including photos of producers including fruit, vegetable and salmon growers. Promotional brochures (sourced from Australian Tourism Bureau) of Australian sights were also available and clearly featured the unique environment of Australia including beaches, aquatic environments and outback regions. The displays within the store were visual and prominent. The visit of the delegation, including Minister Llewellyn, also created media interest with local television and print media.

Stores also promoted produce by having taste testing of product including apples, citrus, noodles and other products. The tastings allowed interaction with the consumers and further encouraged them to try the product and become more familiar with the product being offered.



#### **Consumer taste-testing:**

Fruit Growers Tasmania commissioned Max-Valu to undertake a consumer survey. The survey asked a series of questions in relation to physical attributes of the apples and consumers were asked to rate their answers as either excellent, good, average or poor. A summary of the results are:

- Q1. How would you rate the colour and appeal of the apples?  
A. 70% rated either excellent or good, 27.5% rated as average.
- Q2. How would you rate the flavour of the apples ?  
A. 65% rated either excellent or good, 32.5 % rated as average.
- Q3. How would you rate the crispness/crunch of the apples?  
A. 83.3% rated as either good or excellent, 15.8 % rated as average
- Q4. How would you rate the sweetness/juiciness of the apple?  
A. 73.4% rated either excellent or good, 25% rated as average
- Q5. How would you rate the price of the apples?  
A. 64.2% rated either excellent or good, 29.2% rated as average
- Q6. Would you purchase Tasmanian apples again?  
A. 95% answered YES – they would purchase Tasmanian apples again.

#### **Other General Questions:**

What are the attributes of a good apple:

- Rating 1(40%) Crispness
- Rating 2 (35%) Sweet & juicy
- Rating 3 (13%) Honey core
- Rating 4 (12%) Balance of acidity and sweetness

What are the attributes of a bad apple:

- Rating 1(24%) Soft
- Rating 2 (14%) Sour/acid
- Rating 3 (8%) Dry
- Rating 4 (8%) Flavourless



Variety Preference for apples (general, not purely Tasmanian apples):  
(Only 60 consumers answered this optional question)

1. Royal Gala	2	3.3%	
2. Red Delicious	6	10.0%	No 3 (equal)
3. Pink Lady	1	1.7%	
4. Golden Delicious	9	15.0%	No 2
5. Granny Smith	5	8.3%	No 4 (equal)
6. Jonagold	4	6.7%	No 5
7. Fuji	17	28.3%	No 1
8. Orin	6	10.0%	No 3 (equal)
9. Kogyoku	5	8.3%	No 4 (equal)
10. Kokko	1	1.7%	
11. Mutsu	2	3.3%	
12. Shinano Sweet	1	1.7%	
13. Shinano Gold	1	1.7%	

**\*\*\*Other Comments raised by the Customers\*\*\***

*Praise*

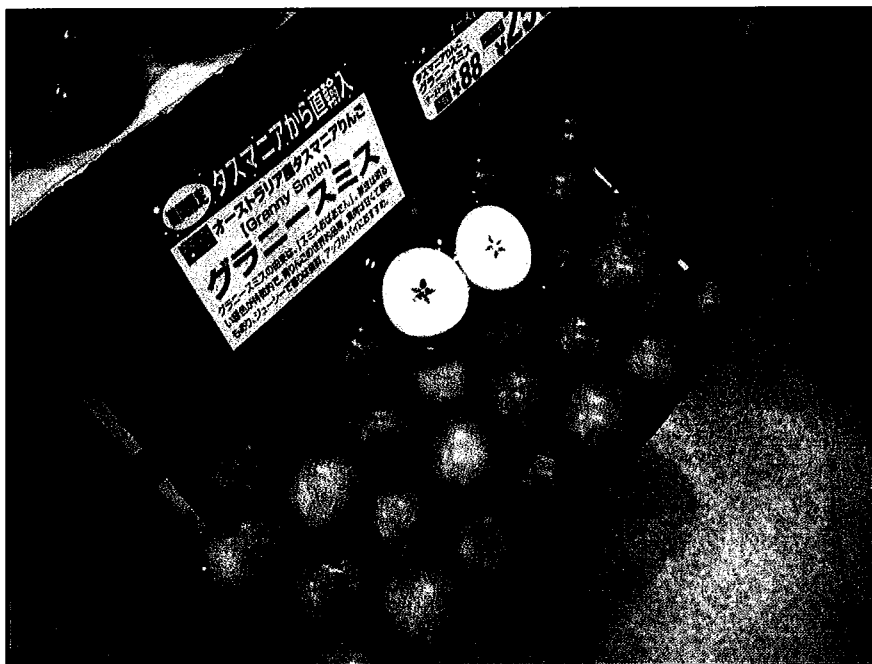
- It's firmer than the Japanese apples, but very tasty.
- Although I don't like apple generally, I enjoyed these apples.
- These apples were very cute & tasty like those in the story of "Snow White". Thank you.
- I love apples very much, so much so that I buy one apple a day and eat it every day.
- Australian apples taste like the Japanese apples in the old days, I like it. I may not feel like eating these days' Japanese apples any longer.
- Australian apples are tasty with sweetness with acidity, and finish afresh. These days' Japanese apples are lacking in something,,,
- These apples are cheaper and tastier than the Japanese apples. I don't like those Japanese apples that are rather dry.
- It was very tasty. I love Tasmania.
- The Tasmanian apples were very tasty.
- It was very tasty with rich flavour and crispness.
- I love apples. It had the same taste that I had in Tasmania.
- These Tasmanian apples were very tasty, thank you very much.
- It was very nice when I made it to compote.
- Rather small but with bright colour, they made the nice table decollation.

*Complaints, Claims*

- Red apples have been turned dark in colour, two of them were not eatable.
- It looked good, but when I peeled it was damaged and turned to brown coloured (a number of same comments were received).

*Impressions and/or Requests*

- I would love to eat more Tasmanian apples with skin-on, as they were grown under the safer standards than Japan.
- I appreciate that I can have apples in summer, but 88 yen per piece (250 yen for three) was slightly expensive. It would have been nice if they were a little bit cheaper.
- For the price, the size of apples seemed to be smaller.
- Every year, I have the Tasmania apples, I look for it.
- The price was too high for the size (a number of same comments were received.)



### Summary

The commercial trial of apples to Japan was very successful and had numerous positive outcomes including:

- a) Japanese consumers are willing to try Tasmanian product and generally have very positive perceptions of Tasmanian fruit, even prior to purchase.
- b) Japanese consumers were willing to change their purchase behavior to buy smaller fruit and try different varieties of apples.
- c) A majority of Japanese consumer had a positive experience from trying Tasmanian apples and 95% of consumers are willing to purchase Tasmanian apples in the future. The supermarket believes this is a very strong basis to commence further planning for future shipments.
- d) Although the survey gave indicative results of consumers apple preferences the representation of responses was only small. Whilst initial thoughts were that Royal Gala would be a preferred variety this was not reflected in the survey. Granny Smith and Red Delicious (strong colours) polled very well which was surprising. Further work could potentially be done in the future looking at branding and promotion of apple varieties within the Japanese market.
- e) The industry now has a good understanding of Japanese consumer values and the emphasis they put on flavour, crispness and texture. This will assist in further developing customer specifications for the Japanese market.
- f) Although fumigation damage is still a concern there is room for commercial shipments of Tasmanian apples to Japan factoring in known % losses.
- g) The results of the fumigation research have shown that some varieties will be less attractive for export (i.e. golden delicious) but other varieties have good commercial potential, especially if some of the packing aspects in relation to skin blemishes are addressed.

### Future Potential

The commercial potential for apples to Japan is very strong, even using methyl bromide fumigation. The strong consumer acceptance has also encouraged the industry to look at pursuing a non-fumigation protocol for apples into Japan.

The supermarket involved in the trial has already confirmed it wishes to import a minimum of a further 3 containers of apples into Japan next season. The publicity and exposure generated from the trial has also encouraged other supermarket chains and importers to commence enquiries into further commercial shipments next season.

**Thanks:**

Fruit Growers Tasmania would like to extend a thank you to the following parties for their involvement in a successful trial of Tasmanian apples to Japan:

- Tasmanian growers and packers including Reid Fruits, Hansen Orchards, Top-Qual Pty Ltd, B W Griggs, and Lucaston Park Orchards.
- Minister David Llewellyn, Tasmanian Minister for Primary Industries
- Tasmanian Department of Economic Development
- Max-Valu Supermarkets
- Victor Mitsutoshi, Create of Plan Agriculture
- Austrade in Japan
- Japan Pink Lady Association
- APAL
- Horticulture Australia Limited
- Scientific Horticulture, Dr Gordon Brown



# *Scientific Horticulture Pty Ltd*

ABN 84 086 794 596

3 Kading Close

Allens Rivulet

Tasmania, AUSTRALIA 7150

Phone: int + 61 (0)3 6239 6411

Fax: int + 61 (0)3 6239 6711

EMAIL: [info@ScientificHorticulture.com.au](mailto:info@ScientificHorticulture.com.au)

## **Report on fumigation damage of 6 apple cultivars destined for Japan Laboratory samples**

**Dr Gordon Brown**

**28 June 2008**

### **Summary**

In June of 2008 an experimental container of apples was fumigated and shipped to Japan. Fumigation followed the protocol for export of apples to Japan from Tasmania. This experimental shipment consisted of six cultivars of apples, none of which had been previously fumigated and shipped and only one, 'Jonagold', having been experimentally fumigated in previous research.

Of the varieties tested fumigation damage of the skin was observed on 'Cripps Pink' and 'Golden Delicious' with only 'Cripps Pink' expressed internal browning due to the fumigation process. The level of damage on the 'Golden Delicious' was minor and could be easily graded out in Japan for commercially marketing of the fruit. The other varieties in the shipment, 'Gala', 'Red Delicious' (forma Top Early), 'Jonagold' and 'Granny Smith' did not suffer from any detectable fumigation damage.

It should be noted that with the exception of 'Granny Smith' other issues were detected which limit the marketability of these fruit. For 'Gala' the external quality of the fruit was extremely poor. It is thought that the samples provided originated from the factory grade fruit bin and were not typical of the fruit packed for export. If this is the case then this variety should be marketed successfully. For the 'Red Delicious' and 'Jonagold' (also 'Golden Delicious') there was a high level of internal browning which may lead to marketing claims in 'Red Delicious' and will lead to marketing claims in 'Jonagold'. This internal browning was also present in the fruit samples that were not fumigated so this was a pre existing problem which should not be attributed to fumigation damage.

## Method

The shipment consisted of ten pallets of 'Royal Gala', five pallets of 'Cripps Pink', two pallets of 'Red Delicious' (forma Top Early), two pallets of 'Golden Delicious', one pallet of 'Jonagold' and one pallet of 'Granny Smith'. These fruit were graded and packed by five different packhouses with the 'Cripps Pink' and 'Granny Smith' coming from the one packing line.

In addition to the completed pallets four boxes of each line of fruit were also supplied to the central fumigation facility. Two boxes of each line were fumigated alongside the fruit destined for Japan, on June 11, and the partner two boxes were left unfumigated. The assessment of these additional boxes form the basis for this report.

On June 12, following fumigation, fruit cooling, inspection and containerisation of the fruit to be exported, the additional boxes of fruit were collected from the fumigation facility and transported to Scientific Horticulture laboratories where they were stored at 0°C for 2 weeks prior to assessment on 26 and 27 of June.

Assessment consisted of an inspection of every fruit for skin damage. Particular attention was made on the appearance of fumigation scald or fumigation stain, as had been previously observed on 'Fuji' apples. The non fumigated fruit were assessed to ensure that any symptoms observed were a result of the fumigation process. After external inspection every fruit was cut in half and inspected for internal browning symptoms. As for external damage the non fumigated fruit were also assessed to ensure that any observed internal browning was due to the fumigation process.

Data from each tray was assessed individually allowing for 6 pseudo replicates, each with around 25 fruit, giving a total of 150 fruit per treatment per cultivar. Data was converted to % damage.

## Results

### *External damage*

Table 1. Level of skin damage resembling fumigation scald

	% Fumigation	Scald
Cultivar	Non fumigated	Fumigated
'Gala'	17.3	8.0
'Cripps Pink'	0	60.8
'Red Delicious' (Top Early)	0	2.1
'Golden Delicious'	0	17.5
'Jonagold'	0	0
'Granny Smith'	0	0

'Gala'. Overall the fruit skin finish of the 'Gala' was extremely poor and it is hoped that these were processing grade fruit and not representative of the trial shipment. It was apparent that one box of fruit was even from a different line of fruit as these fruit had a shellac based wax applied to them. There were very few if any quality fruit in these

boxes, with bruises and skin punctures being common problems as well as alternaria spot, misshapen fruit and symptoms of green crinkle virus.

As fumigation causes any skin damage, such as skin punctures and bruising, to turn black this made assessing these fruit for fumigation damage on the skin extremely difficult reducing the resolution of this assessment. It can be observed in the data that even the non fumigated fruit appeared to have symptoms reminiscent of fumigation scald. Notable, however, is that the level of damage in the fumigated fruit was lower indicating that the damage observed was not due to the fumigation process. In addition to scald, this was the only cultivar where fumigation stain symptoms were observed, however, like scald this symptom was present on both the fumigated (10% of fruit) and non fumigated fruit (12% of fruit) suggesting the problem was not due to the fumigation treatment but was a pre existing condition.

*'Cripps Pink'*. Severe fumigation damage (figure 1) on the skin of the fruit was observed for this variety with more than 60% of fruit displaying symptoms. For many of these fruit, the symptoms were minor and it may still be marketable however, extra care will be needed when re-grading these fruit. Consideration should also be given to the extent of internal browning in this variety (see table 2) if re grading is performed.

*'Golden Delicious'*. Like *'Pink Lady'* fumigation scald was observed on the *'Golden Delicious'* fruit, however, the scald spots were not as abundant, were not large (figure 1) and the majority of these fruit would still be marketable with appropriate re-grading. In less severe cases the scald symptom is similar to russet flecks.

*'Granny Smith'*, *'Jonagold'* and *'Red Delicious'*. No fumigation damage on the skin was observed for two of these varieties and the level of fumigation scald on the *'Red Delicious'* was minor and not considered a major problem.

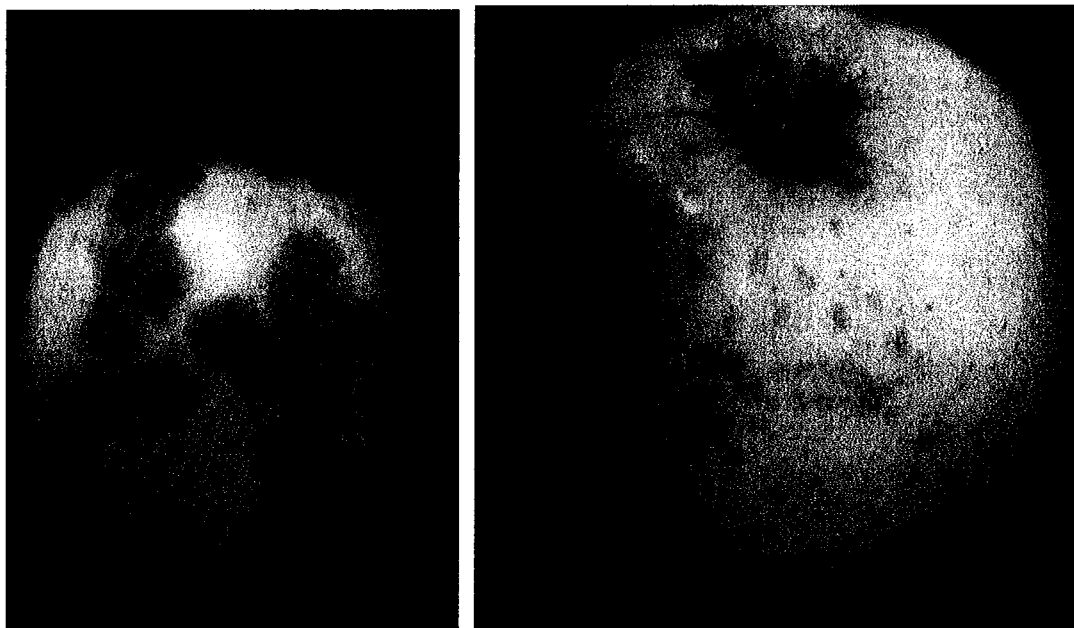


Figure 1. Fumigation scald damage to *'Cripps Pink'* and *'Golden Delicious'* apples

## ***Internal damage***

Table 2. Level of internal browning.

	% Internal	Browning
Cultivar	Non fumigated	Fumigated
'Gala'	0	0
'Cripps Pink'	0	13.3
'Red Delicious' (Top Early)	1.3*	2.8*
'Golden Delicious'	0.7*	2.7*
'Jonagold'	8.0*	7.0*
'Granny Smith'	0	0

\* suspected internal browning due to core rot development

*'Gala' and 'Granny Smith'*. For these two varieties, no internal browning due to either fumigation damage or other causes was observed in the sample. This indicates that the most successful variety in the shipment was 'Granny Smith' and if high quality 'Gala' were shipped (unlike the samples provided) then these too would be anticipated to be of high marketable quality.

*'Golden Delicious' and 'Red Delicious'*. The level of internal browning in these fruit, while being present, was minor and at a level that is usually marketed successfully, however, it should be pointed out that the level of internal browning measured in the fumigated fruit was above the usual market specification for internal browning. The presence of this symptom in the non fumigated treatment suggests that this problem was not a direct result of the fumigation treatment and may have been due to some other condition, such as core rot, although the fumigation treatment may have aggravated the problem. Fumigation has the potential to reduce the fruit's vitality allowing for faster disease spread within the fruit. It should be noted that for 'Red Delicious', mouldy core (fungal growth within the seed cavity) was clearly evident in 28% of the fruit and it is known that mouldy core can escape the seed cavity and develop into core rot.

*'Jonagold'*. While internal browning that can be attributed to fumigation damage it was not observed in this variety, the level of internal browning was severe in both fumigated and non fumigated fruit. Unfortunately the extent of damage was often large (see figure 2) so claims would be expected if these fruit are marketed in their present condition.

*'Cripps Pink'*. In this variety a significant number of fruit suffered from internal browning due to the fumigation process. While the internal browning was often minor and probably not of marketing concern, there were enough fruit with severe internal browning to potentially cause marketing problems.

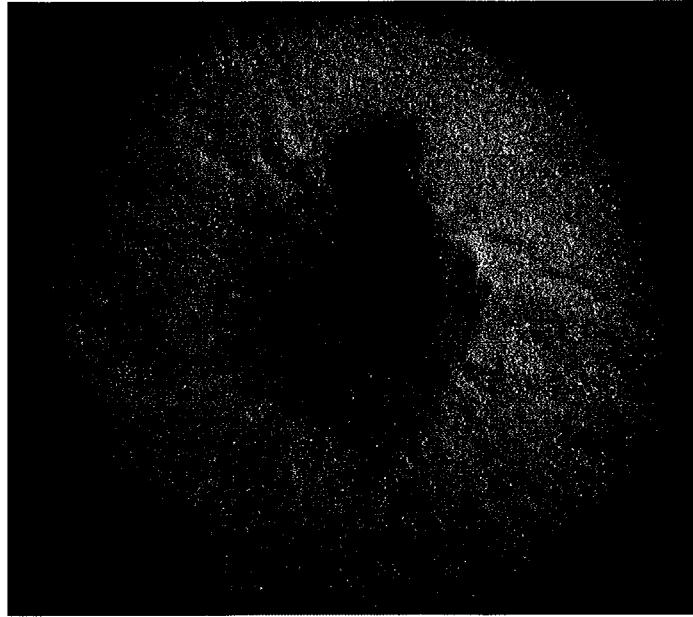


Figure 2. Internal browning (core rot) in Jonagold apples



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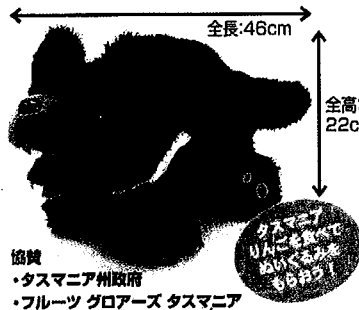


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- あなたはどの種類のりんごをお試しになりましたか?(下記より選択)
- ☐ 1) ロイヤルガラー ☐ 4) ゴールデンデリシャス  
☐ 2) レッドデリシャス ☐ 5) グラニースミス  
☐ 3) ピンクレディー ☐ 6) ジョナゴールド
- りんごの色目、見た目はどうですか?
- ☐ 非常に満足 ☐ どちらかといえば満足 ☐ まあまあ ☐ 不満
- りんごの香りはどうですか?
- ☐ 非常に満足 ☐ どちらかといえば満足 ☐ まあまあ ☐ 不満
- りんごのサクサク感、歯ごたえはどうですか?
- ☐ 非常に満足 ☐ どちらかといえば満足 ☐ まあまあ ☐ 不満
- りんごの甘味、果汁はどうですか?
- ☐ 非常に満足 ☐ どちらかといえば満足 ☐ まあまあ ☐ 不満
- りんごの価格はどうですか?
- ☐ 非常に満足 ☐ どちらかといえば満足 ☐ まあまあ ☐ 不満
- 機会があれば、また購入したいと思いますか?
- ☐ はい ☐ いいえ
- どのようなりんごがお好みですか?(上記以外でも可)
- ご回答:
- 嫌いなりんごはありますか?(上記以外でも可)
- ご回答:

アンケートのご協力ありがとうございました。お客様からいただいたご意見は、より良い商品・価





美味しい自然の恵みを味わう。

# オーストラリアフェア



オーストラリアから  
期間限定直輸入!



生産者代表: S・Dリード・ホールディングス  
ディム・リードさん(タスマニア・りんご生産者協会会長)  
オーストラリア タスマニア州 ホバート

タスマニアは日本と季節が正反対でただ今"秋"真っ盛り。  
収穫したてのりんご、ロイヤルガラ・ピンクレディー・  
ゴールデンデリシャス・レッドデリシャス・グラニースミス・  
ジョナゴールドの6品種をお届けします。

【Royal Gala】

ロイヤルガラ

果肉は黄金色で、サクサクとした歯ごたえが特長。フルーツサラダやアップルパイなどのお菓子に最適

【Granny Smith】

グラニースミス

グラニースミスの由来は、「スミスおばさん」。果皮は明るい緑色が特徴的で、青りんごの世界的品種。果肉は甘くて酸味もあり、ジュースで香りは抜群。アップルパイにおすすぬ。

【Pink Lady】

ピンクレディー

香りが良く、ほのかな甘味があり、酸味が強め。サラダにも向いている。鮮やかなピンク色が特長で、世界的に人気の高い品種。日本での栽培も徐々に増え始めています。

【Red Delicious】

レッドデリシャス

濃い色のちよっとデコボコの形が特長。皮や実が硬くてやや酸味があり、しっかりとした食感がおすすぬ。

【Golden Delicious】

ゴールデンデリシャス

ほのかに赤味が差している、黄色のりんご。香りが良く、甘くてやわらかなめの果肉。甘酸のバランスの良いりんご。

【Jonagold】

ジョナゴールド

日本でも馴染みの品種。果肉は硬く、緻密でシャキッとしています。果汁も多く、甘さと酸味のバランスがよい。紅玉ゆずの肉質なので、サラダをはじめ、軽く煮る程度なら料理や菓子にも十分使えます。

が旬!

# オーストラリア タスマニア州政府 第一次産業・水産大臣が来店！！



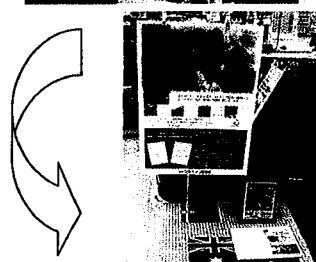
## タスマニアン・デビル保護支援募金も始まりました！



7月10日（木）～13日（日）の期間、オーストラリアフェアが当社57店舗で開催されました。あわせて7月10日（木）より「第3回タスマニアン・デビル保護支援募金」も始まりました。

7月12日（土）には、オーストラリアフェアの視察とタスマニアン・デビル保護支援募金の協力要請のため、タスマニア州政府と在名古屋オーストラリア領事館の関係者やりんごの生産者さまの方々がマックスバリュ富士南店を訪れました。

タスマニアン・デビル救済のため、ぜひ皆さんも募金にご協力ください。



タスマニアン・デビルの中で伝染性の癌が拡大しています。この病気は、発症すると必ず死んでしまいます。この危機的状況を説明するルーウェリン第一次産業・水資源大臣と内山社長。



りんご、オーギービーフ、みなみまぐろ、そば、レザーウッドはちみつなど、フェアで取り扱う商品の展開状況をひとつひとつ確認されました。

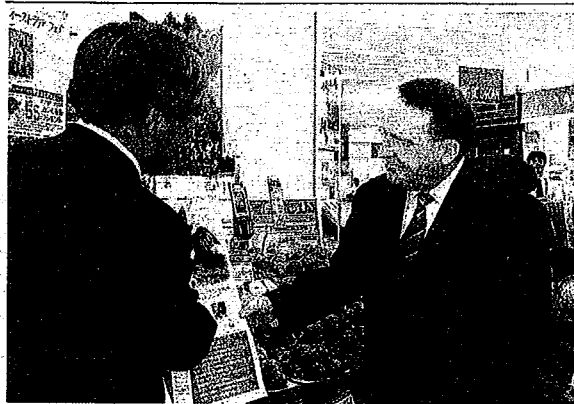
平成20年(2008年)7月13日(日曜日)

競争

戸部

衆行

居事



内山社長と売り場を視察するルーウェリン大臣(右)  
＝富士市駿島のマックスバリュ富士南店

豪タスマニア州大臣視察  
富士・マックスバリュ  
オーストラリア・タスマニア州政府のデービッド・ルーウェリン第二次産業・水資源大臣ら視察団が十二日、マックスバリュ東海(内山一美社長)が展開しているオーストラリアの農畜水産物をそろえたフェアを視察するため、富士市のマックスバリュ富士南店を視察した。

同社は十三日まで、冬を迎えたオーストラリアの旬の食材約五十品目を五十七店舗で販売する。  
内山社長と訪れたルーウェリン大臣ら九人は、タスマニア産リン

ゴ六種類が並ぶ売り場など販売状況を確認。大臣は試食コーナーではオージービーフをほおばり、「現地の味と変わらぬおいしい」とほほ笑んだ。

絶滅が危ぶまれる動物「タスマニアアンデビル」の保護支援のため同社が協力している募金コーナーにも立ち寄った。

大臣は「タスマニアアンデビルが置かれている状況を日本の皆さんに分かってもらい、協力してほしい」と支援を求め、自らポケットマネーを募金した。

## 2008年07月 オーストラリアフェア

### ◆2008年度タスマニアりんご販売実績◆

投入日：08/7/9 (We)

販売日：08/7/10 (Th) ~ 13 (Su)

計画数：1,307 ケース 店着@5,666

計画金額：原価¥7,059,836 売価¥7,941,472

販売実績：クラス計 5,741千円 (全規模比202.0%) 点数53,882 (337.1%) 消化率72.3% (※期間中数値)

商品内容：Royal Gala 83S (63ヶ) 75S (189ヶ) 68S (250ヶ) 60S (125ヶ)  
 Pink Lady 75S (81ヶ) 68S (115ヶ) 60S (116ヶ)  
 Granny Smith 75S (21ヶ) 68S (29ヶ) 60S (11ヶ)  
 Golden Delicious 75S (63ヶ) 68S (60ヶ)  
 Jonagold 60S (60ヶ)  
 Red Delicious 75S (63ヶ) 68S (61ヶ) 合計1,307 ケース

品質：蒸蒸による外皮のダメージが品種によって顕著に出た

ロイヤルガラー 茶斑点状のシミ・腐れ多く発生

ピンレディー ヤケがみられたが軽度

その他品種は蒸蒸の影響はなし

販売動向：酸味の多い品種だが糖度は14~15度

7/14 (月) 運中にはほぼ100%計画数量消化

高温期ということあり糖度も高く酸味の強い食味がかえってお客様に支持を得た可能性もある

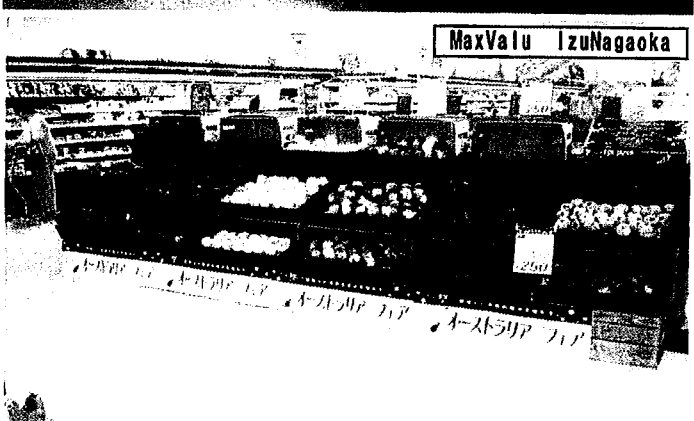
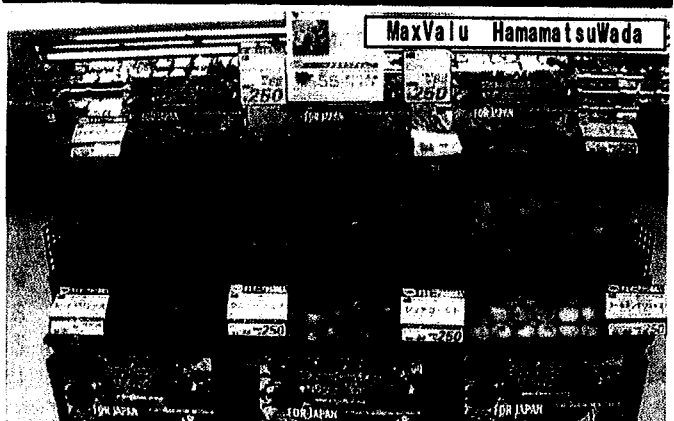
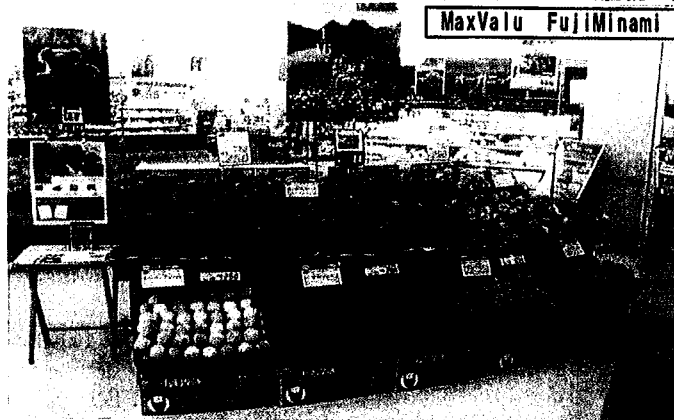
食味の良さ：ロイヤルガラー りんごらしさ：ゴールドデリシャス

鮮やかな濃紅：レッドデリシャス 鮮やかな緑色：グラニースミス (意外な反応)

課題：取扱品種絞込み (蒸蒸の影響の少ない品種)

サイズ統一 (今年は試験導入で83~60S)

売価設定…競合にない差別化商品として全店統一展開及び販売する為にもサイズ統一は必須





美味しい自然の恵みを味わう。

# オーストラリアフェア



タスマニアから  
期間限定直輸入!



タスマニアは日本と季節が正反対でただ今"秋"真っ盛り。収穫したてのりんご、ロイヤルガラ・ピンクレディー・ゴールドデンデリシャス・レッドデリシャス・グラニースミス・ジョナゴールドの6品種をお届けします。

【Royal Gala】

**ロイヤルガラ**

果肉は黄金色で、サクサクとした歯ごたえが特長。フルーツサラダやアップルパイなどのお菓子に最適

【Granny Smith】

**グラニースミス**

グラニースミスの由来は、「ミスおはさん」。果皮は明るい緑色が特徴的で、青りんごの世界的品種。果肉は甘くて酸味もあり、ジュースで香りは抜群。アップルパイにおすすめ。

【Pink Lady】

**ピンクレディー**

香りが良く、ほのかな甘味があり、酸味が強め。サラダにも向いている。鮮やかなピンク色が特長で、世界的に人気の高い品種。日本での栽培も徐々に増え始めています。

【Red Delicious】

**レッドデリシャス**

濃い色のちよっとデコボコの形が特長。皮や実が硬くてやや酸味があり、しっかりとした食感がおススメ。

【Golden Delicious】

**ゴールドデンデリシャス**

ほのかに赤味が差している、黄色のりんご。香りが良く、甘くてやわらかめの果肉。甘酸のバランスの良いりんご。

【Jonagold】

**ジョナゴールド**

日本でも馴染みの品種。果肉は硬く、緻密でシャキリしています。果汁も多く、甘さと酸味のバランスがよい。紅玉ゆずの肉質なので、サラダをはじめ、置く程度の料理や菓子にも十分使えます。

生産者代表: S・D・リード・ホールディングス  
ティム・リードさん(タスマニア・りんご生産者協会会長)  
オーストラリア タスマニア州 ホバート



オーストラリア タスマニアよ

# オーストラリア

Australia


日本の皆様へご挨拶

**日本の皆様へご挨拶**  
 Australian Government  
 南半球に位置するオーストラリア国は、その地産に恵まれた環境と資源に富んで多種の食品を世界各所に供給しています。この資源は皆手頃です。マクサバリーオーストラリア産のオーストラリア産で、日本の皆様にもオーストラリアの食品を数多くご紹介出来ることは、両国間の交流と相互理解を促すのにも大変重要なことと致しております。食品に対する消費の関心が高まる今、恵まれた自然の力で収穫・製造されたオーストラリア食品が皆様のご期待に届けるものであります。また日本の更なる食糧を豊かにするべく心をこめて取り組んでおられます。



在名古屋オーストラリア領事館  
領事  
サリー フィリップス

**美味しい自然の**  
マックスバリュ東海㈱では、オ  
ご協力をいただき、素晴らしい  
をご紹介します。  
さあ、この機会に、たっぷりお楽

 世界一水と空気のきれいな島  
タスマニアから **期間限定品! 直輸入!!**

イーストラリアのタスマニア州 S.O. PRODUCE 社より

オーストラリアのタスマニア産

●ロイヤルカトラ

●ピンククレディ

●レッドデリシヤス

●ゴールデンデリシヤス

●シヨナゴールド

●クラニオスミス

タスマニア・りんご生産者協会会長  
ディム・リードさん

タスマニアは白く雪に覆われた山脈が正反面で、ただうっすらと緑の森がのびる。収穫したものをこの品種をお届けします。

オーストラリア産

タスマニアりんご

タスマニアりんごを食べて  
めいぐるみをもらおう!

抽選で  
全店合計55名様に

タスマニア・デビルの  
めいぐるみプレゼント!  
詳しくは店頭のパスターをご覧ください。

商品写真イメージです

〈オーストラリア(タスマニア)産〉  
タスマニアりんご各種

1個 88円  
よりどり 3個 250円

[illegible]


**オージビーフ**

〈オーストラリア産〉  
**牛肩ロースステーキ**  
 100g当り260円  
 (300g以上)

1パック

**780** 円

(オーストラリア産) 牛肩ロース切り落とし 100g当り216円 (270g以上) **580**円  
 (オーストラリア産) 牛バラカルビ焼肉用 100g当り232円 (260g以上) **580**円

● **ワイン&ビール**

未成年者の飲酒は法律で禁止されています。



中興酒のめめ物、スハイスをかけた、  
増殖の熱火焼きの相バツクシー

(セーフ) **Yellow Tail**  
**イエローテール**  
**シラース**  
(750ml)

**880** 円

白身魚の刺身、塩焼き、グリルムソースの  
バス、タタキで万難きの目、イン



(セーフ) **Yellow Tail**  
**イエローテール**  
**シラードネ**  
(750ml)

**880** 円

日本でも人気のビール。  
芳醇な味の香りが爽やかで、  
クセがなく飲みやすい。



(セーフ) **Victoria**  
**ビクトリア**  
**ビール**  
(375ml)

**298** 円

世界中で人気のビール。  
爽やかな味の香りが爽やかで、  
クセがなく飲みやすい。



(セーフ) **Carlsberg**  
**カールスバーグ**  
**ビール**  
(375ml)

**298** 円

世界中で人気のビール。  
爽やかな味の香りが爽やかで、  
クセがなく飲みやすい。



(セーフ) **Ugler**  
**イグル**  
**ビール**  
(750ml)

**980** 円



**チーズ**

オーストラリアのフレッシュで  
クリーミーなクリームチーズに  
ラム酒とドライフルーツを加え  
たデザートチーズです。

＜チェスコ＞  
**クリームラム**  
(50g)

**358**円

オーストラリアの大地で育っ  
た牛乳を原料とした食べやす  
いカマンベールチーズです。

＜六甲バター＞  
**オーストラリア  
カマンベール**  
(125g)

**398**円

オーストラリアの大自然が  
育んだ新鮮なミルクを使用。  
ソフトな口当たりのチーズ  
です。

＜チェスコ＞  
**チェダーチーズ**  
(90g)

**448**円

マイルドで飲みしやすやうな風味  
のチーズ。おつまみ、お料理  
に様々なお使いいただけます

＜チェスコ＞  
**モッツアレラチーズ**  
(90g)

**448**円

＜BBB＞ **ベビーチーズ**  
(プレーン・チーズで水分、スモーク  
アーモンド・カマンベール、各72g)

**125**円

**チヨコレット&ナッツ**

★ベストトリプル人気No.1のチョコ  
ビスケットと熟入は、ティムタム。  
チョコクリーム、ビスケット、チヨ  
コハローニを調えます。

JUNCOS  
**Tiramisu**  
BISCUITS

<アーノッツ>  
ティムタムオリジナル  
(200g) **3**

ラズベリーフィリングが入ったクリー  
ドではな。ダークチョコレートで包み  
り。口ずかす。滑りや酸味とチョコ  
モニは、絶妙なデザートのような味。

<アーノッツ>  
ティムタムラスベリー  
(175g) **3**

☆  
<KI  
>(G)