



## PRESS RELEASE

**Moissac, January 13, 2025 – Launch of DORA®, a new fully russeted golden apple variety, at the Fruit Logistica trade show in Berlin from February 5 to 7, 2025.**

MD02UNIBO\* - DORA®, a newly selected fully russeted golden apple variety, will make its debut at the Fruit Logistica trade show in Berlin, scheduled for February 5 to 7, 2025.

A hybrid of the Renetta Grigia di Torriana and GoldRush® varieties, and owned by the **Alma Mater Studiorum - University of Bologna in Italy**, the DORA® apple is distinguished by its golden color, uniformly russeted skin, crisp and juicy flesh, and sweet, slightly tangy flavor. Harvested in late September in southern France for extended storage and in early October for immediate consumption, **DORA® can be stored for six months under normal refrigeration and over six months in controlled-atmosphere storage.**

Selected by the RISPE and ESCANDE nurseries, the DORA® variety has been tested in the orchards of Moissac (Tarn-et-Garonne, France) since 2019. Nearly 10 hectares have already been planted through standard planting and top-grafting, yielding approximately 120 tons in 2024, with plans to expand to 250 tons by 2025. Agronomic and technical validation highlights the variety's **excellent storage quality and strong scab resistance**, confirmed in collaboration with CEFEL. **French nurserymen have secured exclusive European rights for this apple.**

*"This is an exceptional variety, ideal for producers due to its ease of cultivation, resistance, and productivity! It's also very juicy and crisp, qualities that meet the market's expectations for russeted apples like Canada varieties, which have been well received by consumer testers"* said Sébastien RISPE.

The nurseries aim to establish a DORA® quality network involving certified producers and distributors who will adhere to specific guidelines: planting or top-grafting at least one hectare, obtaining GLOBAL GAP certification, and contributing an annual fee based on parcel size. **DORA® saplings will be available for the winter of 2025.**

To ensure the successful rollout of MD02UNIBO\* - DORA®, a strong collaboration with the University of Bologna has been fundamental, as Professor Tartarini, one of the breeder of DORA® says: *"We immediately recognized the exceptional characteristics of this variety, and as University of Bologna, we worked closely with RISPE and ESCANDE to assure the best possible diffusion and valorization of the variety towards market and society".*

**A launch cocktail will take place on Thursday, February 6th, at 5:00 PM at booth C31, Hall 6.**

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