

1% of the food-calories that are consumed in Europe are produced in the Alps.

notes? questions?

**Between 3,000 and 4,000
apple trees can be cultivated
on one hectare of land.**

notes? questions?

**One out of ten apples
harvested in Europe comes
from South Tyrol.**

notes? questions?

One out of three organic apples harvested in Europe comes from South Tyrol. South Tyrol is Europe's biggest organic apple producer.

notes? questions?

The term *pesticide drift* refers to the unintentional diffusion of pesticides in the environment due to a variety of reasons, including the use of atomisers (off-target contamination), runoff from plants and soil, wind, evaporation and precipitation, dry deposition, seepage into the ground, etc.

notes? questions?

In an organic apple plantation, due to spray and wind drift, only the apples picked from the central part of the plantation (beyond the third tree-row inwards) can be sold as organic apples. However, in this case, “organic” does not necessarily mean “pesticide-free”.

notes? questions?

Every year, an industrial apple tree is treated 20 to 23 times with pesticides, fertilisers, vegetal hormones and herbicides.

notes? questions?

In South Tyrol, more than 60 different chemical substances are deployed in fruit plantations. This makes it possible for farmers to never exceed the allowed concentration of certain toxic substances. Almost no analysis of the toxicity of the cocktails resulting from the combination of these chemicals has been made.

notes? questions?

**With its 18,400 hectares
of apple plantations,
South Tyrol is the biggest
uninterrupted apple
cultivation area in the EU.**

notes? questions?

The nets that often cover fruit plantations keep hail and pest away. They are unfolded in May, after the pollination phase, and are taken down after the harvest.

notes? questions?

Nine apple varieties are cultivated in the Vinschgau Valley. Gala, Pinova, Jonagold, Fuji, Braeburn, Golden, Morgenduft, Red Delicious, Nicoter/Kanzi. In Italy, about 2,000 apple varieties are cultivated. Worldwide, more than 7,500 cultivars of apples are known.

notes? questions?

**The Vinschgau Valley
is the driest area in the
whole Alps. Therefore,
fruit plantations must be
artificially watered from
spring to autumn.**

notes? questions?

Due to the intensive fertilisation, in autumn the industrial apple trees are so hyperactive that they cannot let their leaves fall off autonomously. In order for them to get over the winter, they need to be given a special hormonal treatment that makes the leaves fall off.

notes? questions?

In South Tyrol, the industrialised cultivation of apples began in the 60ies.

notes? questions?

**An apple farmer earns
about 20,000 Euro (net)
from a one-hectare apple
plantation.**

notes? questions?

The lifespan of an industrial apple tree is about 15-20 years.

notes? questions?

**The oldest known apple tree
on earth is over 200 years
old.**

notes? questions?

The special climatic and geographic features of the Upper Vinschgau Valley make of it an ideal place for effectively growing high-quality cereal.

notes? questions?

For over two centuries, the Upper Vinschgau Valley used to be the granary of Tyrol. After a long decimation of cereal cultivations, today 30 farmers cultivate cereal again on 50 hectares of land, and the trend is growing. Since 2010, these farmers have been supported by the association *Kornkammer Vinschgau*.

The term Streuobst (literally “spread-fruit”) indicates a traditional form of fruit cultivation, characterised by the simultaneous presence of fruit trees of different ages and different kinds, which are cultivated mostly without the use of pesticides and other chemical substances.

notes? questions?