

Australia-Developed Bravo Apples Enter China with Inaugural 80-Tonne Shipment

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Western Australia's apple industry has achieved a major export milestone with the arrival of the first mainland Australian apple shipment into China, opening what is expected to become a multi-million-dollar market for the premium fruit category.

The inaugural consignment consists of 80 tonnes of Bravo apples, a variety developed in Western Australia and marketed internationally under the Soluna brand. The shipment marks the first mainland Australian apples to enter the Chinese market and is projected to help generate export opportunities worth more than \$10 million over the next two years.

Known for their deep burgundy skin, crisp white flesh and slow-browning characteristics, Bravo apples are positioned as a premium offering for Chinese consumers seeking visually distinctive and high-quality imported fruit. The variety is also recognised for its nutritional profile, including potential heart-health benefits.

Bravo apples are the result of a cross between Royal Gala and the Western Australian Cripps Red variety. They were developed through the Australian National Apple Breeding Program, based at the Manjimup Horticulture Research Institute in Western Australia.

The State's Department of Primary Industries and Regional Development (DPIRD) continues to support the breeding program, where researchers are evaluating more than 50,000 seedlings to develop the next generation of apple varieties tailored to Western Australian growing conditions.

To strengthen export readiness and product quality, the Western Australian Government recently installed advanced cold storage technology at the Manjimup facility. The upgraded infrastructure is designed to improve fruit shelf life, handling and supply chain performance while helping growers reduce costs and access new international markets.

National production of Bravo apples is continuing to expand for both domestic retail channels and export markets under the Soluna brand. In addition to China, Soluna apples are already exported to Hong Kong, Indonesia, Singapore, Thailand, Malaysia and the United Arab Emirates.

The successful entry into China is expected to provide a significant boost for Western Australian apple growers and reinforce the state's position as a source of premium horticultural products for global markets.