



Vertical Integration for the Introduction/Administration of a new Apple variety in International Markets

COMUNICACION

new varieties

Breeding

Evaluation

- Research Stations
- Confidential growers
- Consumer tests

Implementation of mother gardens

- Virus testing
- Selection/Multiplication
- Organization of budwood

Accreditation of

- Nurserymen
- Professional growers
- Packing houses

International Markets

- Market Environment
- Market Research
- Public Relation

Trading partners

- Big Distribution Chains
- Catering Industry
- Niche Markets

Consumer Behaviour

- Acceptance
- Positioning
- Feedback

KIKU Ltd.

+ experts
+ partnerships/collaboration

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