

MODÌ SPECIFICATIONS



Modi[®]

RED LIKE NEVER BEFORE: CRISPY LIKE A GREEN
APPLE, YET SWEETLY TART, LIKE A GOLDEN APPLE.



ORIGIN

Modi® apple is the result of a natural cross between two traditional varieties, Gala and Liberty. It has been obtained thanks to a careful process of natural selection, that took more than 20 years, carried out by the CIV (Consorzio Italiano Vivaisti), the breeder and owner of the patent and trademark.

VARIETY

CIVG198*

TRADE MARK

Modi®

COLOUR

Cherry red with yellow facet.

SHAPE

Elongated and cone shaped fruit of medium-large size (75-85 mm).

FLESH

Yellow, very firm, crunchy and juicy.

TASTE

Aromatic, intense and fresh in taste
Extraordinary feel, a perfect balance between acidity and sweetness.

PRESERVATION

Long shelf-life, at room temperature it remains crunchy and juicy for a few weeks.

CHARACTERISTICS

Modi® is an eco-friendly apple, thanks to the natural resistance to the most common pathogens of its tree, it allows the reduction of human activities during the production stages.

AVAILABILITY

September - May.

HARVESTING PERIOD

7 days before Golden Delicious.

CONSUMPTION MOMENTS

In every moment of the day, ideal as snack.