BRITISHAPPLECONSORTIUM.CO.UK

Courtney Vickers | 30018869

DG4D04 | Coursework 1 Web Design and Implention

https://christianlettering.wixsite.com/my-site

BRITISHAPPLECONSORTIUM.CO.UK

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1. KNOW YOUR CLIENT

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I.I CLIENT

Apple growers warn that the industry is in the middle of a crisis that threatens to bring it to its knees. The British apple market is dominated by cheap imports, and the past three decades have seen a steady decline in the number of growers and orchards. The figures are stark: according to the trade group British Apples and Pears, there were some 1,500 registered growers in 1987; today, there are just 500. Commercial apple trees are usually replaced every 10 or 15 years, but the current low profits mean farmers are unable to re-invest. In areas such as Kent, Somerset, Devon, Hereford and Worcestershire, which for centuries have been defined by their orchards, many farmers face the grim choice of selling off their land, or grubbing up their orchards and turning to other kinds of farming. "The UK produces very good quality apples, but we desperately need to support our horticulture industry," says Dan Keech, campaigner on orchards at the environmental group Sustain. "If we continue losing farming at the rate we are, we're going to have to find other ways to use the land. It's a ridiculous waste of skills, resources and local distinctiveness." Friends of the Earth (FoE) laid the blame for the crisis on Britain's convenience stores and supermarkets, which sell 80% of the country's apples. According to an FoE survey, only 38% of the apples sold in Tesco and Asda, the country's biggest chains, were British, while convenience stores scored lower, with 27%.

"The supermarkets are only paying lip service to supporting British growers," claims Sandra Bell, of FoE's Real Food campaign. "It's plain from our survey that the majority of the apples on the shelves are imported. That doesn't match up with the PR about supporting British growers." Both supermarket chains deny the charges and point to their aggressive promotion of British apples, complete with Union Jack crates. But clearly there is a problem: Britain now imports more than 70% of the apples it consumes, with some brought from as far away Chile and China.

Apple production overseas has tended to prioritise bulk over quality, and supermarket-led economies of scale have encouraged the British apple industry to follow suit, rather than playing to its strengths, which are diversity and flavour. More than 2,000 varieties of apple exist in Britain, but only some 30 are grown commercially. "Buyers want lorry-loads of the same product, the same size, same price, week in, week out, which, with our traditional English varieties, is very difficult to do, unless we have a long-term commitment from them and could have a major replanting programme," says John Breach, chairman of the British Independent Fruit Growers Association. Farmers say this obsession with perfection obliges them to apply more chemical treatments, and leaves them vulnerable to changes in buying fashions. "You're told they're too red, or too green, or too big or too small. But it's not like a baked bean factory - things change every year," says David Knight, a Kent farmer who supplies Asda, Sainsburys and Co-op. With a buyers' market dominated by a few supermarket chains, producers have no choice but to play along, or face losing their only customers. "We need more long-term commitment from supermarkets and government if we're going to see a fruit industry continue in this country," John Breach says. "You can't change an orchard overnight. It takes years, and you can't do that every time your client changes his mind."

The supermarkets say they are working closely with British apple growers, but that their primary role is to meet customer demand. "The only reason these specifications exist is because we know that's what customers require," says John Church, a spokesman for Tesco. "It's pointless to put into a store an apple that is too small, too big or too brown, because it just won't sell." The purpose of this site is to re-educate the public who need to be made more aware of the apple diversity that Britain has to offer.

Produce a web site of no fewer than six distinct sections with R/O links and text based content informing the public of the need for British variety and support for UK based apple producers/growers. Offering a tasting service for purchasers linked to a calendar of supply and a season based system whereby users can log on and immediately find local suppliers of unusual varieties is seen as the only way forward. This national website is to be seen as a main reference site for apple growers of the UK and links to registered suppliers can be made from this platform.

AIMS:

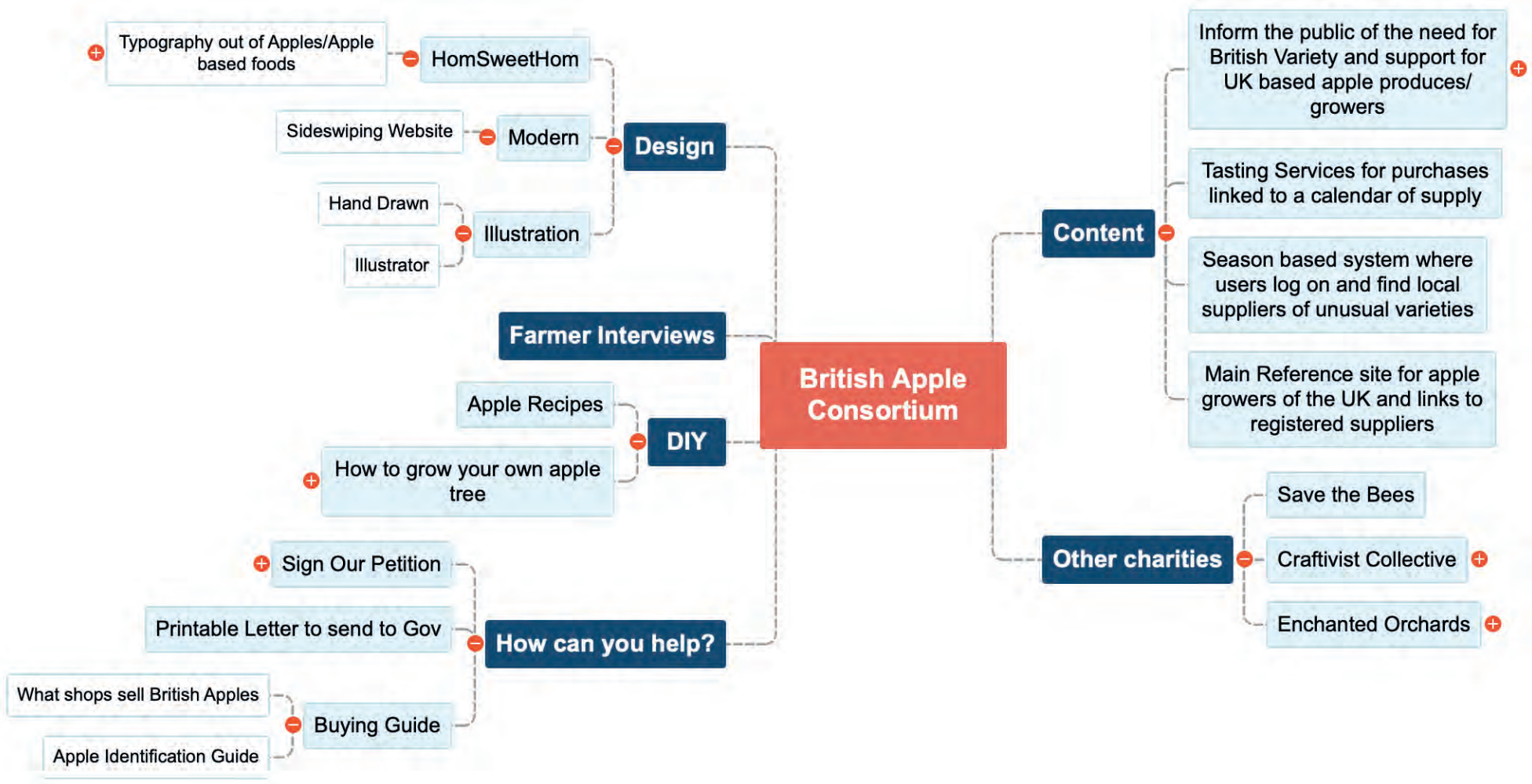
- Heighten your awareness of web creation and the associated technical aspects of ftp.
- Begin to appreciate the complexities of creating a screen-based design project
- Addressing the technical aspects and termanology of the web.
- Consider issues of such as suitability, creativity and the market place in which this web site exists.

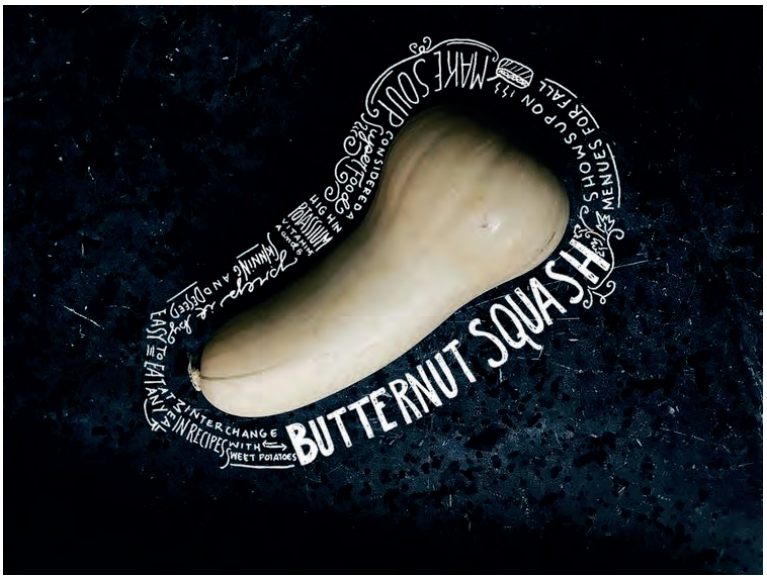
OBJECTIVES:

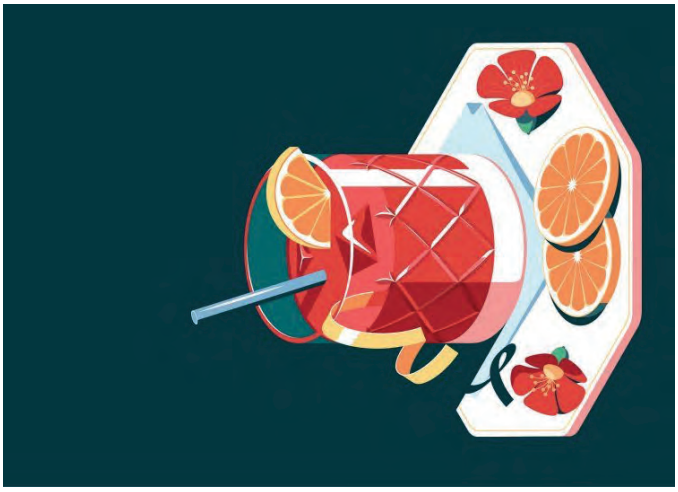
- Demonstrate an appreciation of varying creative web site decisions.
- Apply concepts of marketplace suitability.
- Further develop design skills and research.
- Encounter issues of legibility in relation to a given task.

DELIVERABLES:

Produce a web site of no fewer than six distinct sections with R/O links and text based content informing the public of the need for British variety and support for UK based apple producers/growers. Offering a tasting service for purchasers linked to a calendar of supply and a season based system whereby users can log on and immediately find local suppliers of unusual varieties is seen as the only way forward. This national website is to be seen as a main reference site for apple growers of the UK and links to registered suppliers can be made from this platform.


British Apple Consortium
Content
Inform the public of the need for British Variety and support for UK based apple produces/ growers
Tasting Services for purchases linked to a calendar of supply
Season based system where users log on and find local suppliers of unusual varieties
Main Reference site for apple growers of the UK and links to registered suppliers
Other charities
Save the Bees
Craftivist Collective
Enchanted Orchards
Design
HomSweetHom
Typography out of Apples/Apple based foods
Modern
Sideswiping Website
Illustration
Hand Drawn
Illustrator
Farmer Interviews
DIY
Apple Recipes
How to grow your own apple tree
How can you help?
Sign Our Petition
Printable Letter to send to Gov
Buying Guide
What shops sell British Apples
Apple Identification Guide





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2. RESEARCH

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2.1 DESIGN INSPIRATION

The New York Times Magazine
PRESIDENT WANTS YOU TO GET RICH ON OBAMACARE
BY ADAM DAVIDSON
BROCCOLI'S IMAGE MAKEOVER
BY MICHAEL MOSS
THE PILLS OF LAST RESORT
BY DAN HURLEY
ELECTRIFYING THE BRAIN, LITERALLY

CRUMBS
LEMONS
A little slice of foodie heaven
Viva l'Italia!
BATH & BRISTOL
make lemonade
CHEESECAKE
Wedding BITE Secrets

APPLE
KEEP THE DOCTOR AWAY
GREAT WITH ALL FALL VEGGIES
THE BEST SNACK OVER 1000 CALORIES

A
TARTE au CITRON
RECIPE
using fresh sicilian lemons.

Sweet

Já pensou mandar um
CARTÃO de NATAL
GOSTOSO DE LER

GOSTOSO DE LER

La Crianza
Cancato
de Salmón
RECETARIO

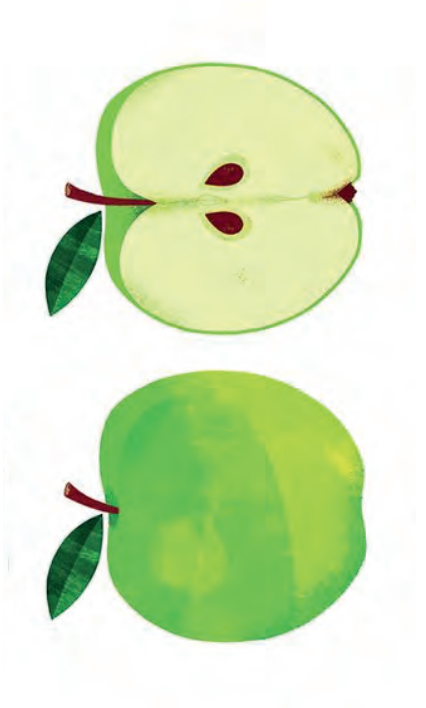
RE USE
Our Vision
THE FUTURE IN OUR HANDS.
Order a stamp package from your local Post Office today

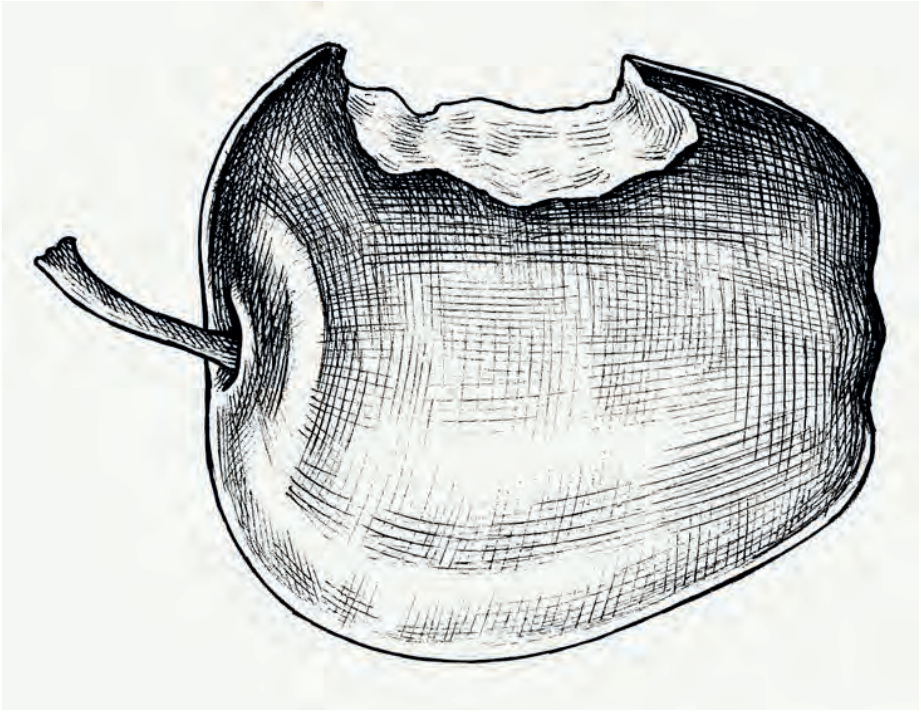
Jen Chillingsworth
LIVE GREEN
52 steps for a more sustainable life

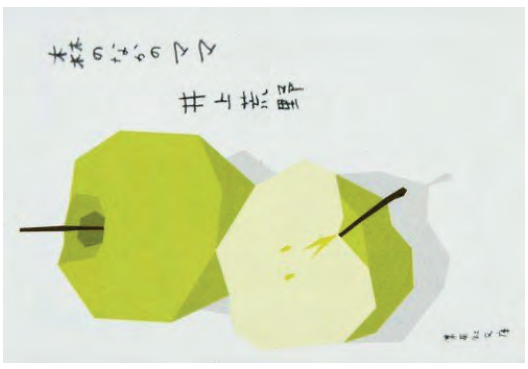
SAVE OUR EARTH

WHAT THE FORK ARE OUR CHILDREN EATING!
HEY JUNK FOOD! LEAVE OUR KIDS ALONE.

RE USE
Our Idea
A CONCEPT WORTH TRYING.
Order a stamp package from your local Post Office today







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2.1 DESIGN INSPIRATION

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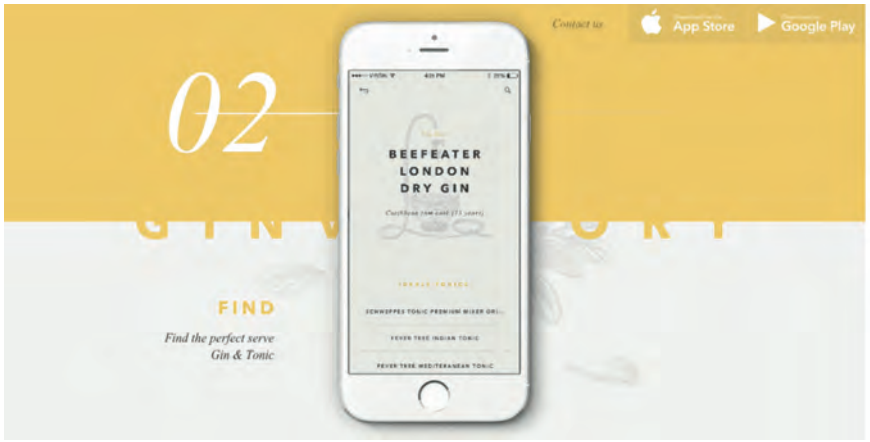
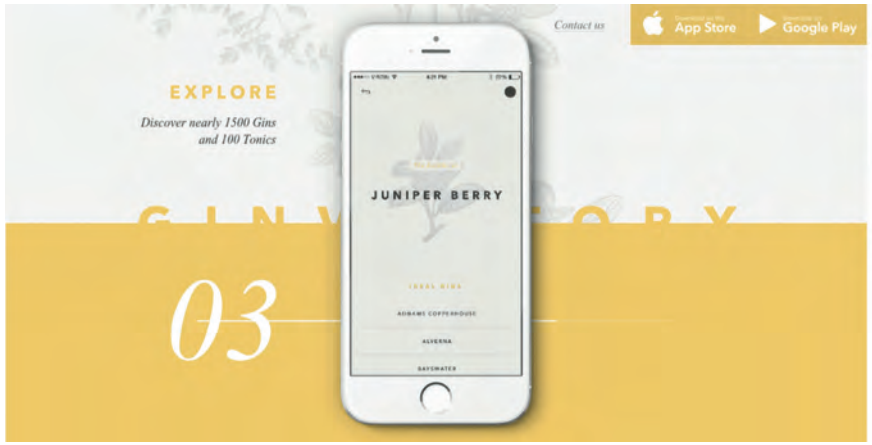
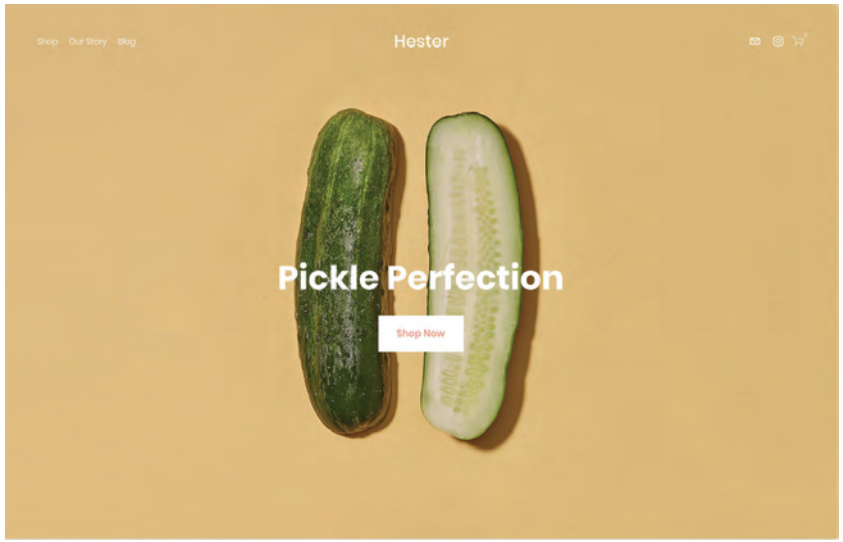
2.2 LAYOUT INSPIRATION

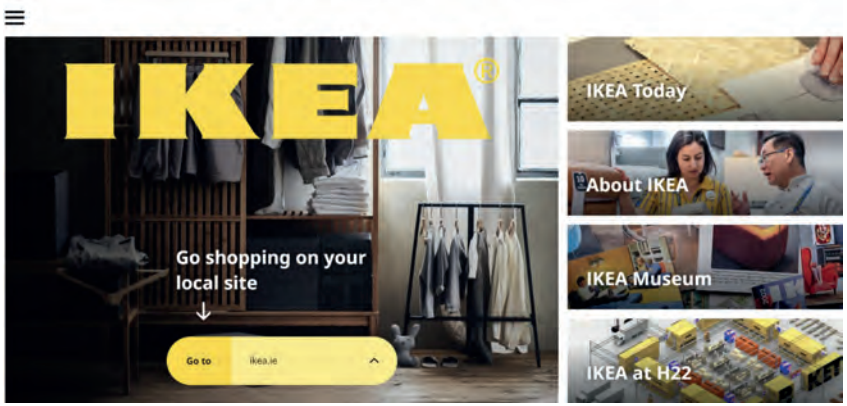
Contact us
App Store
Google Play
SEARCH
Search for a Gin, Tonic or Garnish
GINVENTORY
01
Find the perfect match


Contact us
App Store
Google Play
02
BEEFEATER LONDON DRY GIN
FIND
Find the perfect serve Gin & Tonic


Contact us
App Store
Google Play
EXPLORE
Discover nearly 1500 Gins and 100 Tonics
03
JUNIPER BERRY


Hester
Pickle Perfection
Shop Now

PRODUCTS
MOODS
Schweppes
PASSION DESTINATION
Exotic Delight
ZERO SUGAR
DISCOVER PRODUCT
Sparkling Soda


IKEA
Go shopping on your local site
Go to
IKEA Today
About IKEA
IKEA Museum
IKEA at H22

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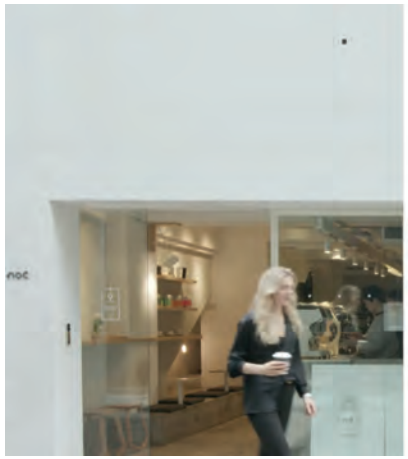
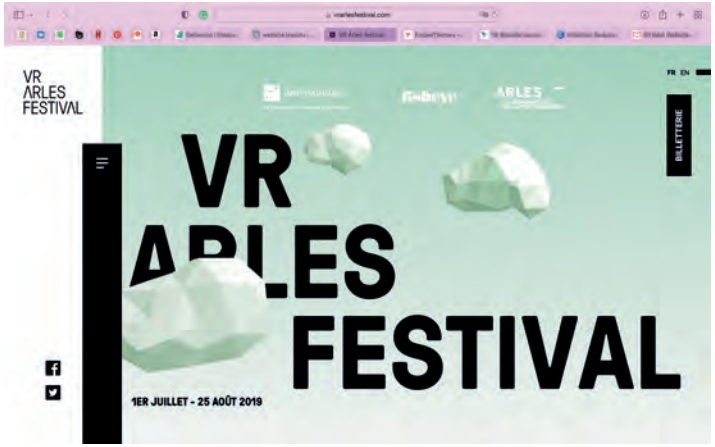
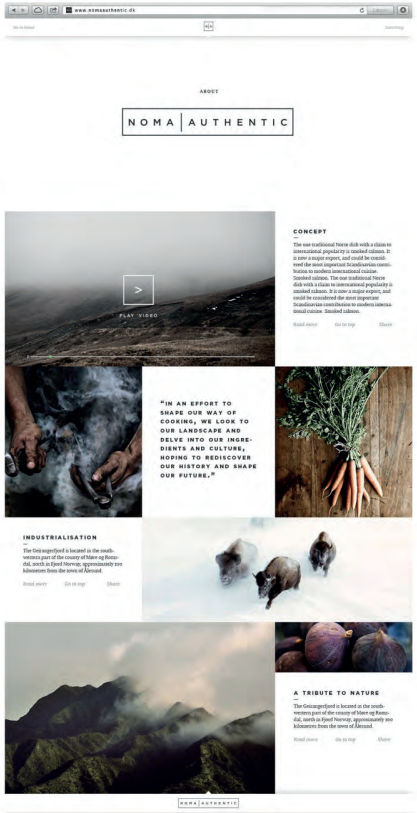
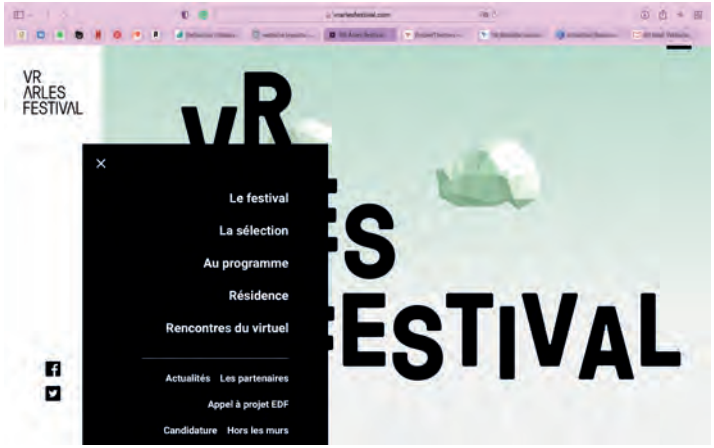
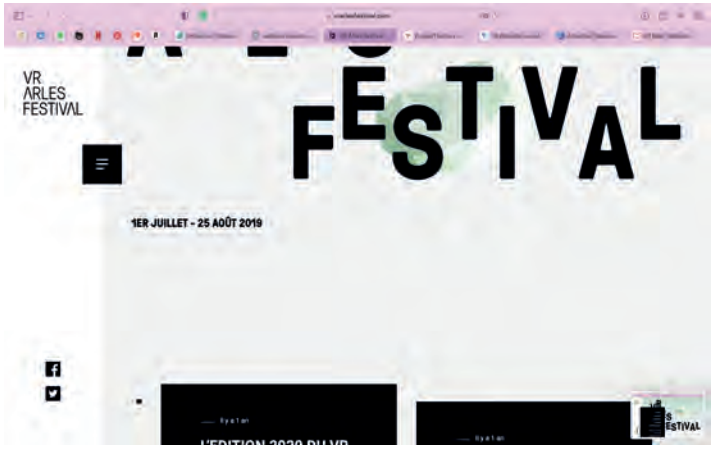
2.2 LAYOUT INSPIRATION











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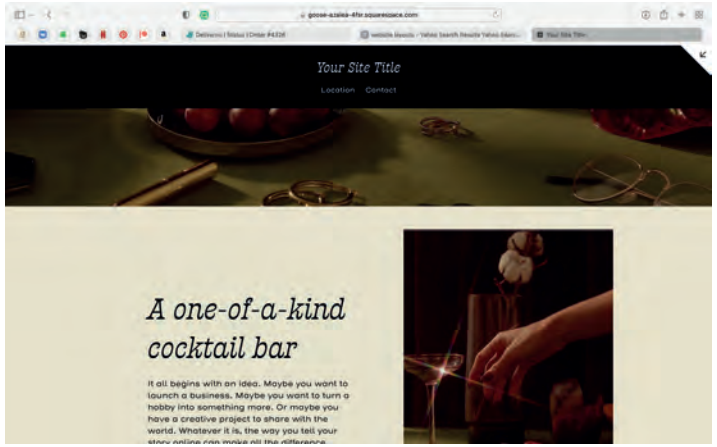
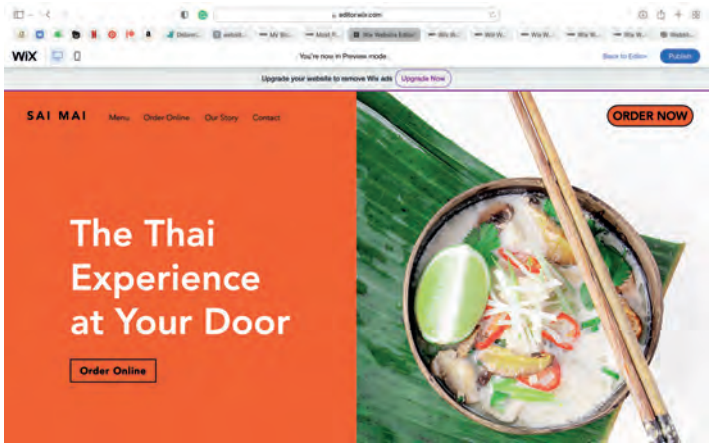
2.2 LAYOUT INSPIRATION

editor.wix.com
WiX
You're now in Preview mode
Back to Editor
Publish
Upgrade your website to remove Wix ads
Upgrade Now


Your Site Title
Location Contact
A one-of-a-kind cocktail bar
It all begins with an idea. Maybe you want to launch a business. Maybe you want to turn a hobby into something more. Or maybe you have a creative project to share with the world. Whatever it is, the way you tell your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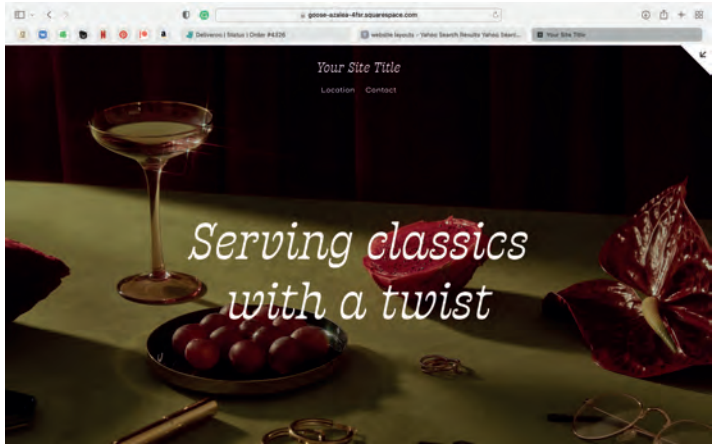
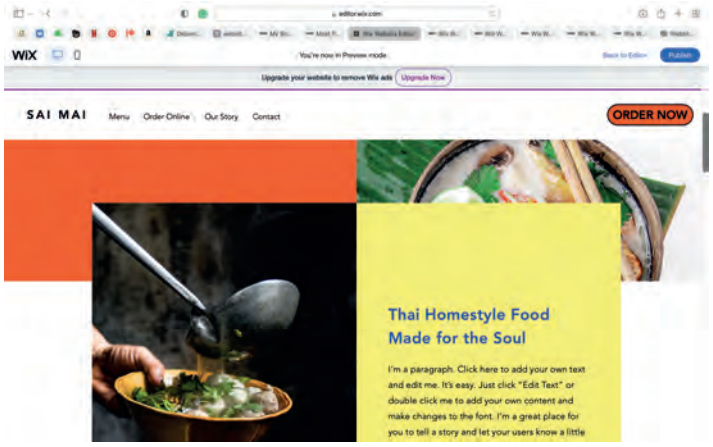
Upgrade your website to remove Wix ads
Upgrade Now
SAI MAI
Menu Order Online Our Story Contact
ORDER NOW
The Thai Experience at Your Door
Order Online


Your Site Title
Location Contact
Serving classics with a twist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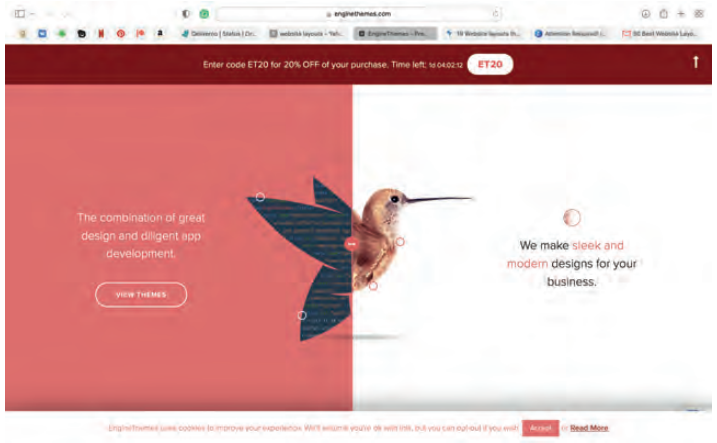
You're now in Preview mode
Upgrade your website to remove Wix ads
Upgrade Now
SAI MAI
Menu Order Online Our Story Contact
ORDER NOW
Thai Homestyle Food Made for the Soul
I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little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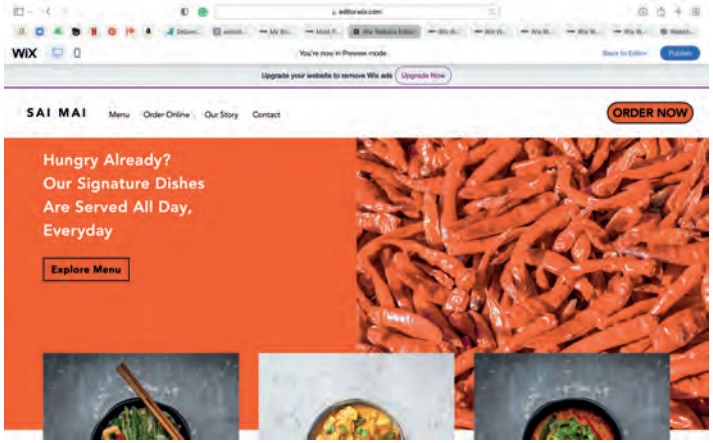
The combination of great design and diligent app development.
VIEW THEMES
We make sleek and modern designs for your business.


WIX
You're now in Preview mode
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Upgrade Now
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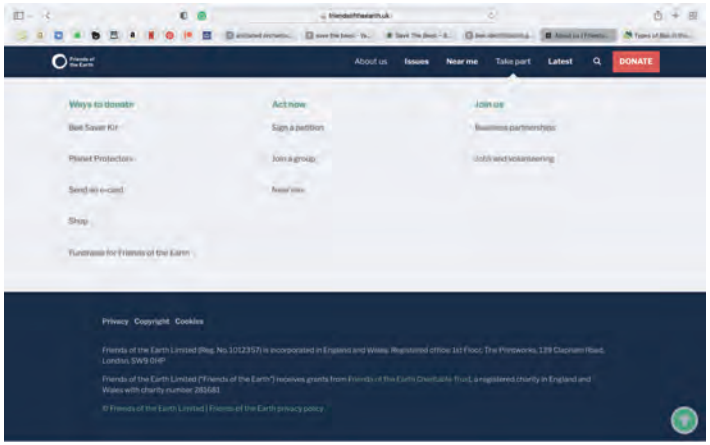
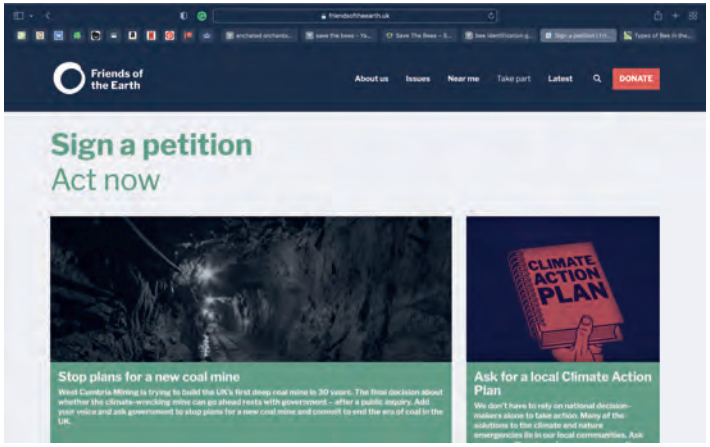
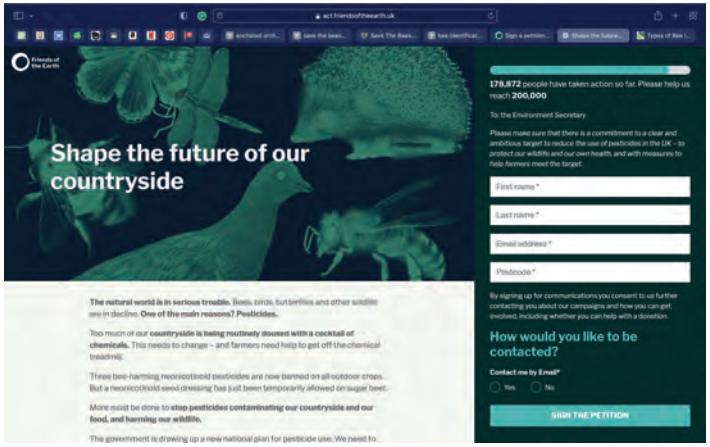
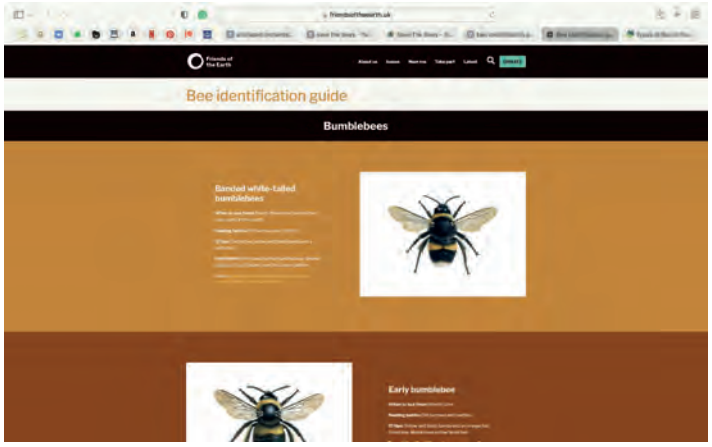
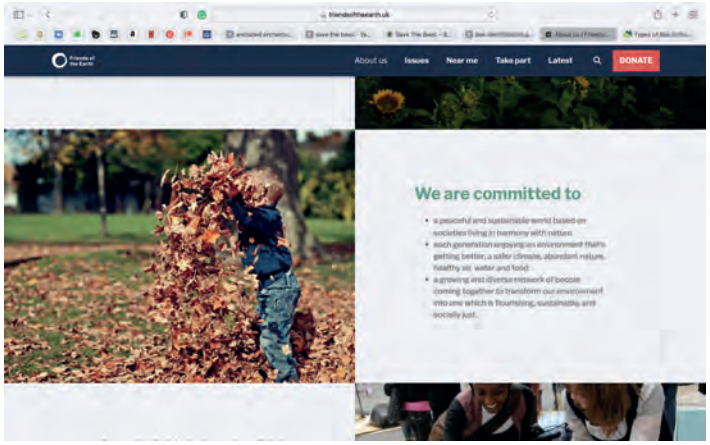
Menu Order Online Our Story Contact
ORDER NOW
Hungry Already? Our Signature Dishes Are Served All Day, Everyday
Explore Menu

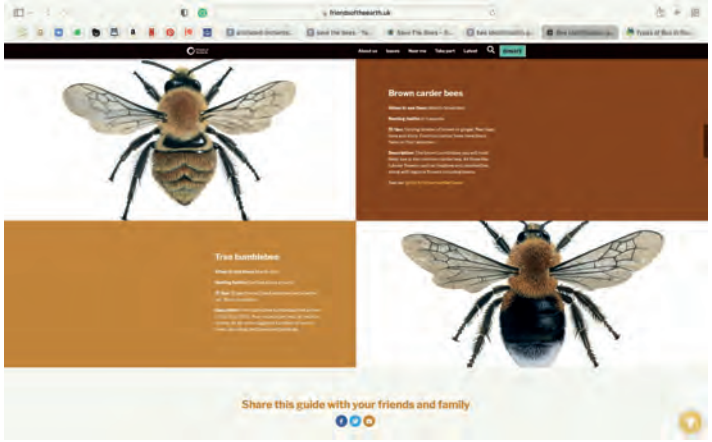

About us
Issues
Near me
Take part
Latest
DONATE
Privacy Copyright Cookies

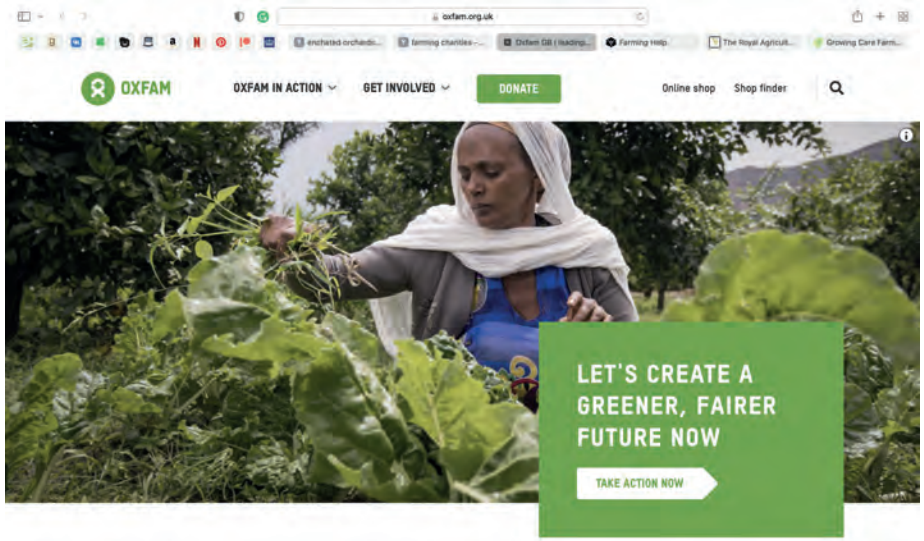

Friends of the Earth
About us
Issues
Near me
Take part
Latest
DONATE
Sign a petition
Act now
Stop plans for a new coal mine
CLIMATE ACTION PLAN
Ask for a local Climate Action Plan


Shape the future of our countryside
178,872 people have taken action so far. Please help us reach 200,000
How would you like to be contacted?
SIGN THE PETITION

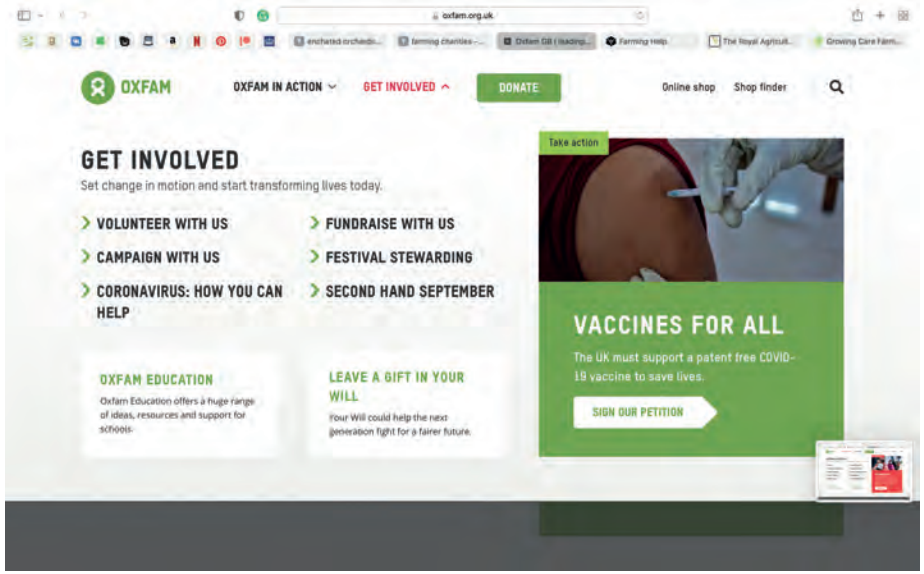

Bee identification guide
Bumblebees
Banded white-tailed bumblebee
Early bumblebee

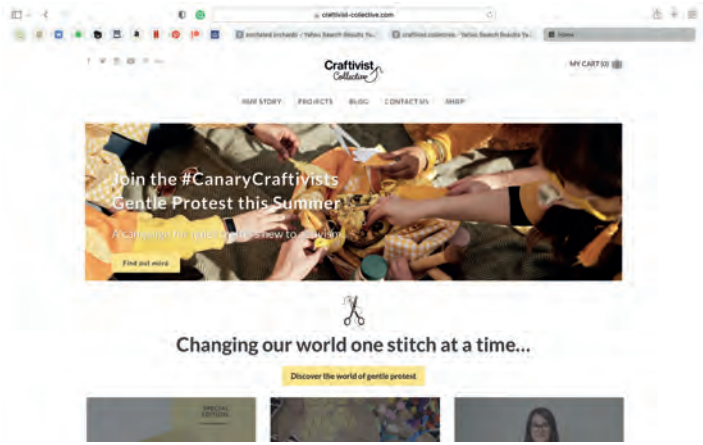

About us
Issues
Near me
Take part
Latest
DONATE
We are committed to

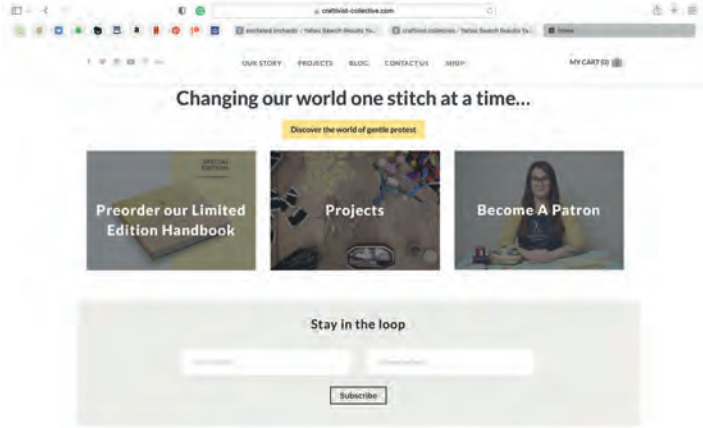

Brown carder bees
Tree bumblebee
Share this guide with your friends and family


OXFAM
OXFAM IN ACTION
GET INVOLVED
DONATE
Online shop
Shop finder
LET'S CREATE A GREENER, FAIRER FUTURE NOW
TAKE ACTION NOW

OXFAM
OXFAM IN ACTION
GET INVOLVED
DONATE
Online shop
Shop finder
OXFAM IN ACTION
We are a global movement of millions of people working together to end poverty.
WATER
FIGHTING CORONAVIRUS
BEATING HUNGER
IMPACT STORIES
OXFAM BLOG
WOMEN'S RIGHTS
CLIMATE CHANGE
HEALTH AND EDUCATION
EMERGENCIES
KEEPING PEOPLE SAFE
ABOUT OXFAM
Find out how we work in the UK and around the world.
POLICY & PRACTICE
Cutting edge thinking, primary research, and practice built on years of experience.
GIVE NOW. SAVE LIVES.
CORONAVIRUS
EMERGENCY APPEAL
Your donation could help stop the spread of Coronavirus and help communities in urgent need.
DONATE NOW


OXFAM
OXFAM IN ACTION
GET INVOLVED
DONATE
Online shop
Shop finder
GET INVOLVED
Set change in motion and start transforming lives today.
VOLUNTEER WITH US
CAMPAIGN WITH US
CORONAVIRUS: HOW YOU CAN HELP
FUNDRAISE WITH US
FESTIVAL STEWARDING
SECOND HAND SEPTEMBER
Take action
VACCINES FOR ALL
The UK must support a patent free COVID-19 vaccine to save lives.
SIGN OUR PETITION
OXFAM EDUCATION
Oxfam Education offers a huge range of ideas, resources and support for schools
LEAVE A GIFT IN YOUR WILL
Your Will could help the next generation fight for a fairer future.


Craftivist Collective
Join the #CanaryCraftivists Gentle Protest this Summer
Changing our world one stitch at a time...
Discover the world of gentle protest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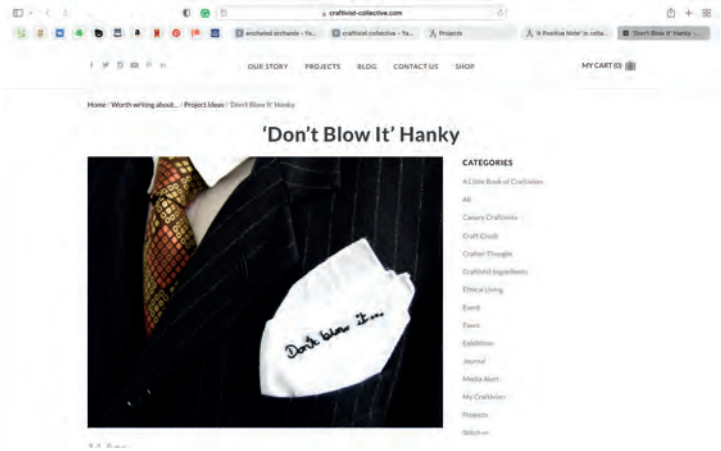
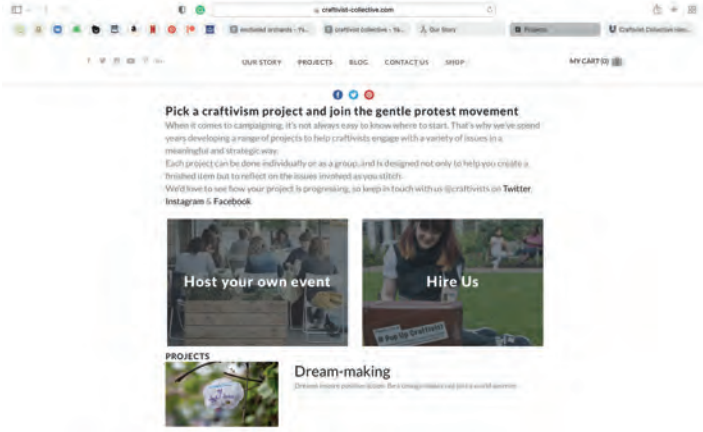

'Don't Blow It' Hanky
CATEGORIES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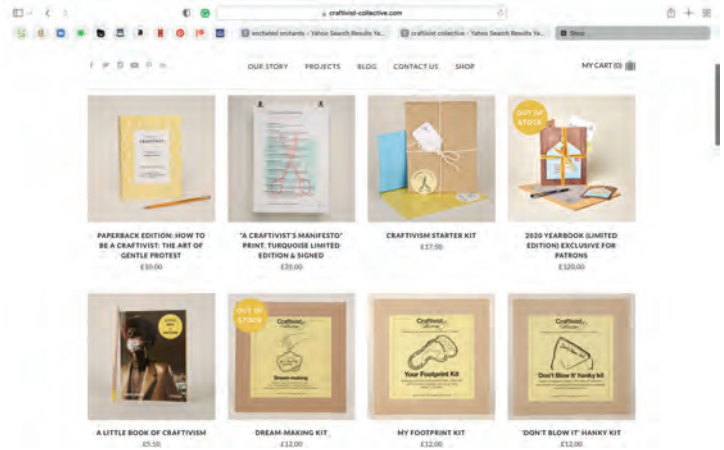
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A LITTLE BOOK OF CRAFTIVISM
DREAM-MAKING KIT
MY FOOTPRINT KIT
'DON'T BLOW IT' HANKY KIT

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2.4 COMPANIES | ENCHANTED ORCHARDS

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2.5 ARTISTS/DESIGNERS | HOMSWEETHOM

3. DESIGN STRATEGY

CONCEPT ONE | SIMPLY APPLES

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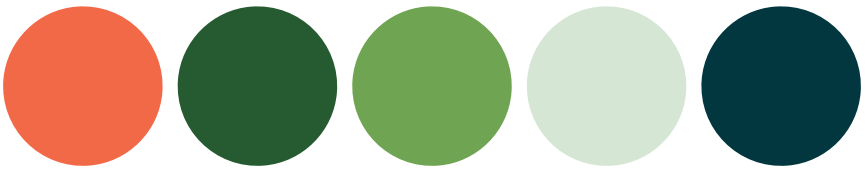
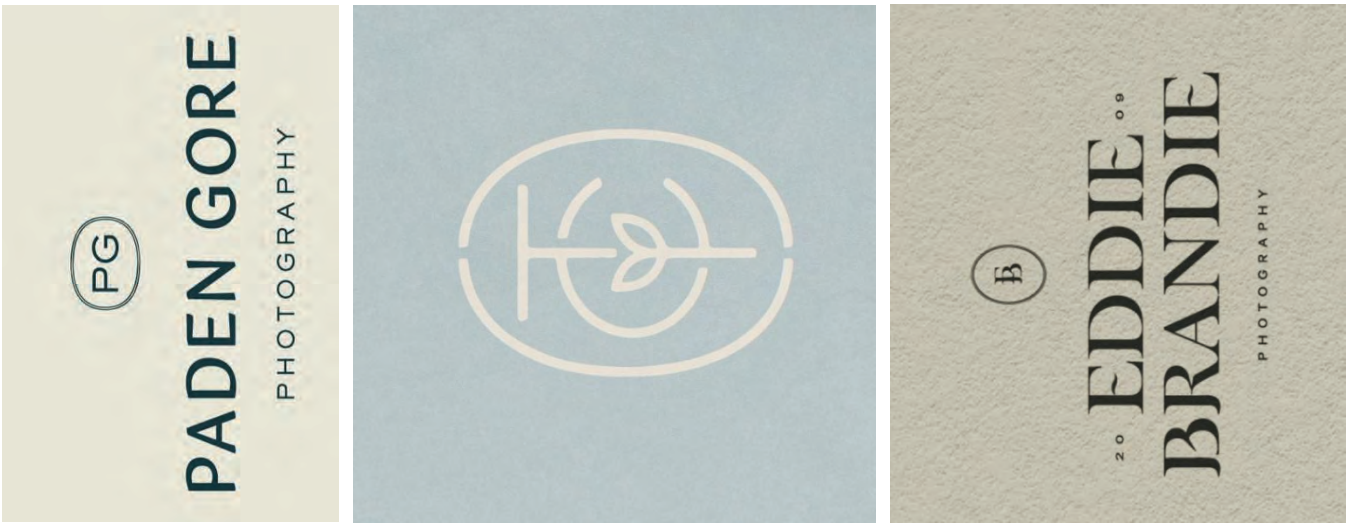
3.1 SIMPLY APPLES | INSPIRATION

IMAGE FROM @SIMPLY.LIVING.WELL

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FOR
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ALTERNATES AND LIGATURES BY EMTHEEN STD

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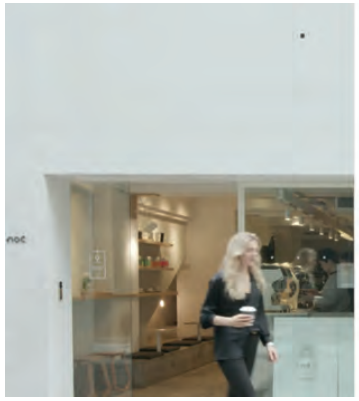

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RESPONSIBILITY
SHOP
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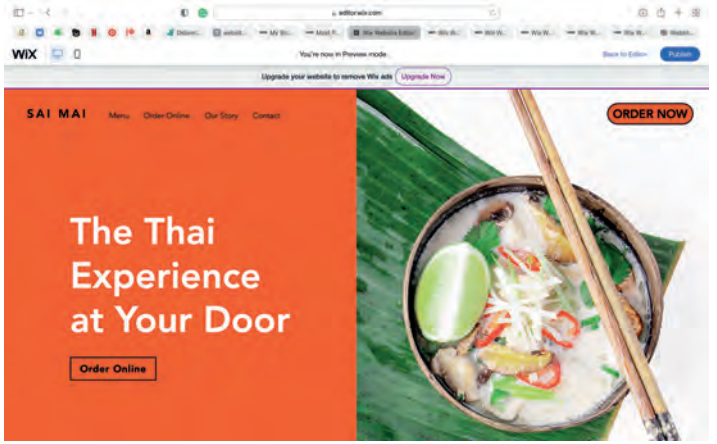
MY ACCOUNT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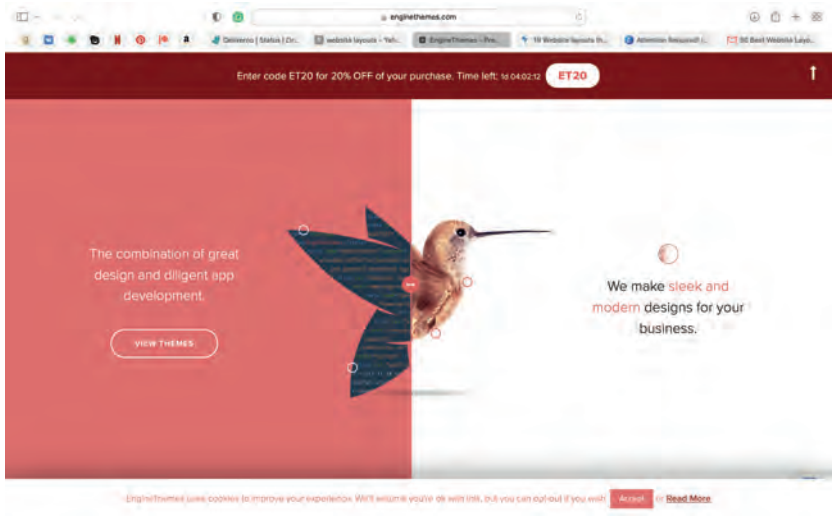
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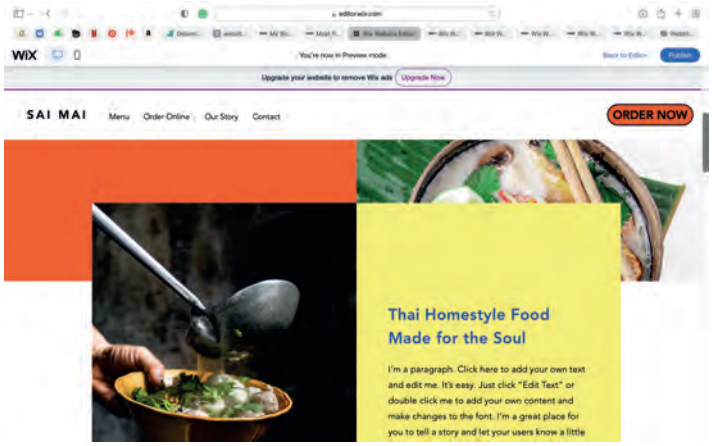
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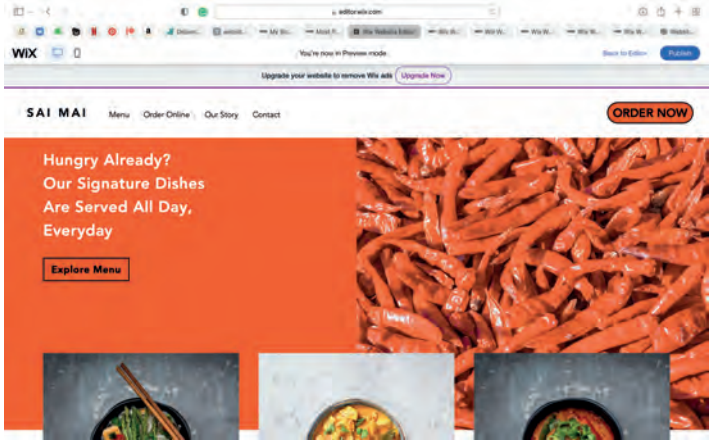
Search for a Gin, Tonic or Garnish
01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CONCEPT TWO | ILLUSTRAPLES

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Roman foods
Eat here or take away
Buratta has never been so fancy.
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Real roman dishes in de pijp.
LA PORCHETTERIA
Pizza is always the answer.
PORCHETTERIA
Come feel what Italy has to say.
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YUM

THE ORCHARD AT MUNSLEY

CIDRE DU QUEBEC

WATSON ORCHARD

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The
STRADA CAFÉ
THE STRONGEST COFFEE IN TOWN!
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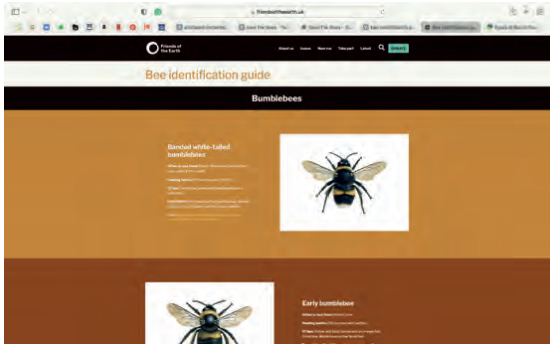
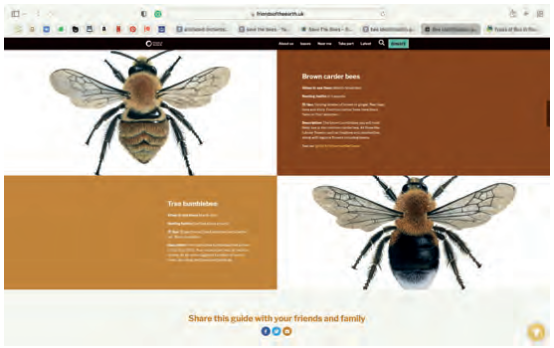
INTRODUCING THINK
A VARIED-WIDTH FONT WITH FUN OPTIONS
THINK
THINK
FROM UP UP CREATIVE

RATS LIVE ON
UPPERCASE/LOWERCASE ALTERNATIVE CHARACTERS
NO EVIL STAR

Once Upon a Time
I had quite a bad experience with an apple.
Not knowing where your food comes from can be pretty scary.

So, I teamed up with seven small farmers to deliver temptingly delicious apples that are locally grown, 100% organic & completely poison free.
Which planted the seeds for a whole brand to grow.


Bee identification guide
Bumblebees
Banded white-tailed bumblebee
Early bumblebee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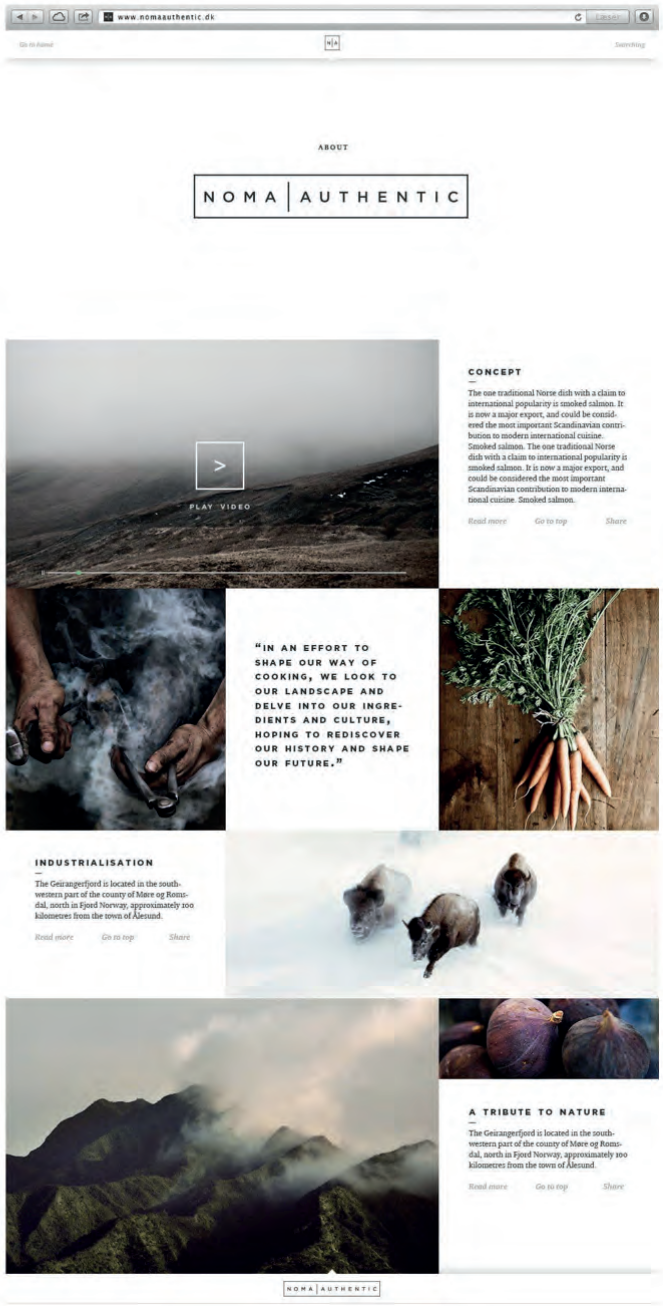
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INDUSTRIALISATION
A TRIBUTE TO NATURE
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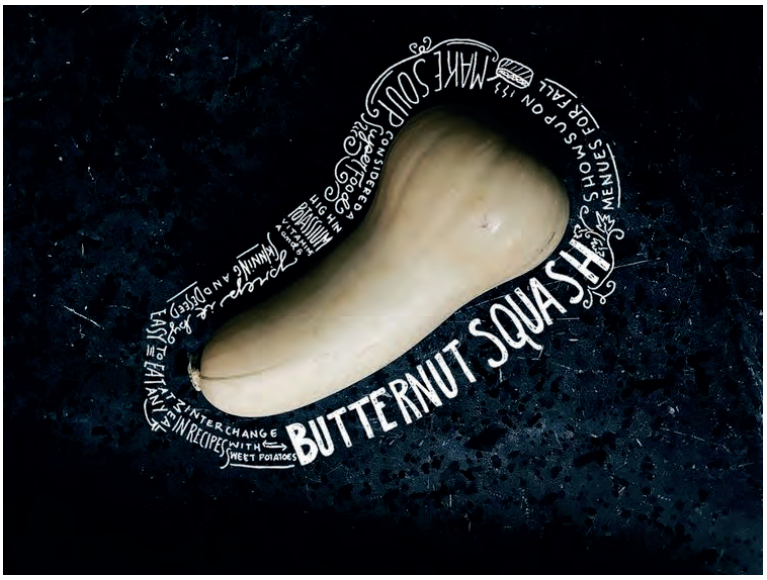
CONCEPT THREE | APPLEOGRAPHY


BUTTERNUT SQUASH
INTERCHANGE WITH SWEET POTATOES
MAKE SOUP ON IT'S FOR FALL
MENUES

CILANTRO

GIVE ME
FRESH
Croissants
AND
GOOD FO

FRESH

KALE
MORE CALCIUM THAN MILK IN ONE SERVING
ADD TO ANY SMOOTHIE
SMOOTHIE

ROSEMARY
VERY EASY TO DRY
WORKS WELL IN A BOUQUET

Wow!
HANDWRITTEN FONT

BRINK
A ROUGH BRUSH FONT

THE
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LIFE

VADA

WE
FRESH

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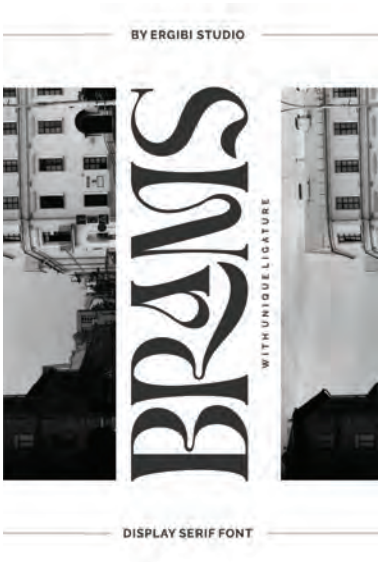
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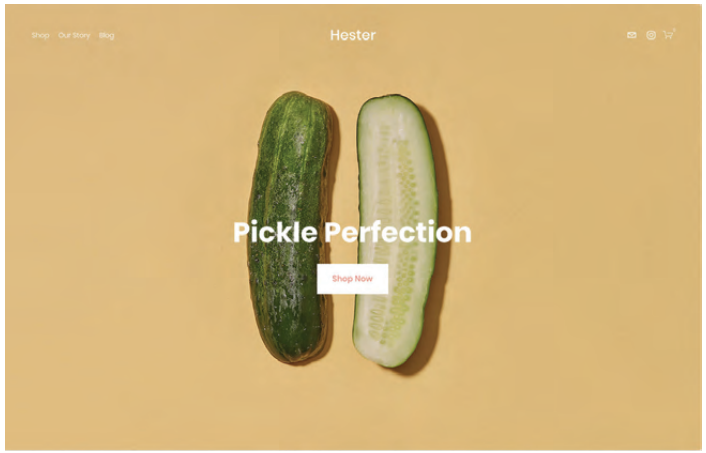
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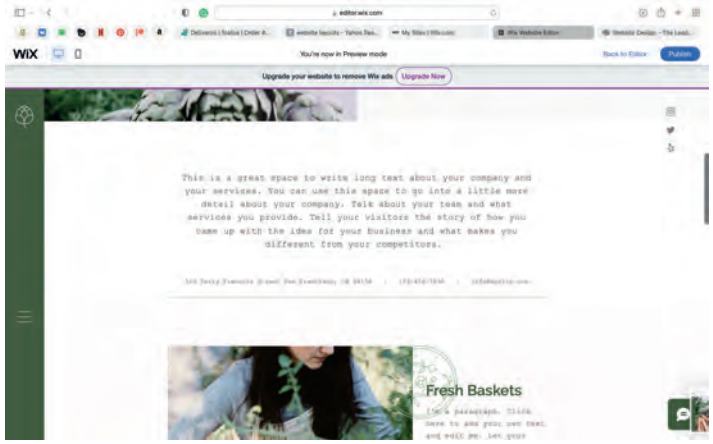
Pickle Perfection
Shop Now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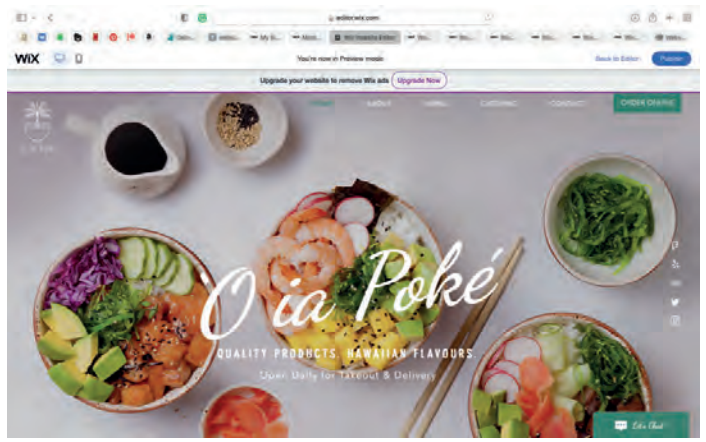
This is a great space to write long text about your company and your services. You can use this space to go into a little more detail about your company. Talk about your team and what services you provide. Tell your visitors the story of how you came up with the idea for your business and what makes you different from your competitors.
Fresh Baskets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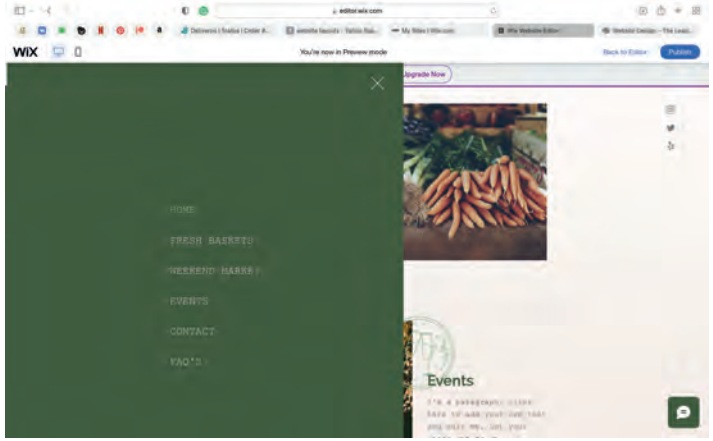
Oia Poké
QUALITY PRODUCTS, HAWAIIAN FLAVOURS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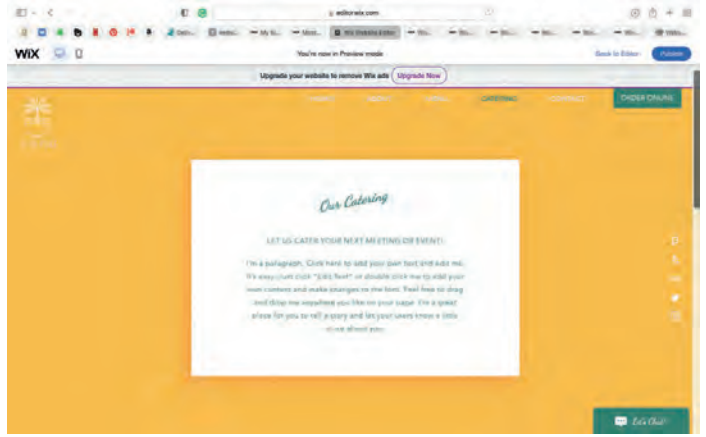
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4. CONCEPTS

CONCEPT ONE | SIMPLY APPLES

Barlow Extra Light

MARION & THE ESSENTIALS

Acumin Variable Concept Extra Light

Skylar Sans Regular

Baskerville Regular

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CONCEPT TWO | ILLUSTRAPLES

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4.2 CONCEPTS | CONCEPT BOARD

Futura Medium

RIVERSIDE ITALIC

Museo Sans 100

ARYA DOUBLE

THINK REGULAR

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CONCEPT THREE | APPLEOGRAPHY

CHERRY REGULAR

KINDNESS MATTERS SOLID

HELLO PARIS

CIRCE ROUNDED REGULAR

JOLLY REGULAR

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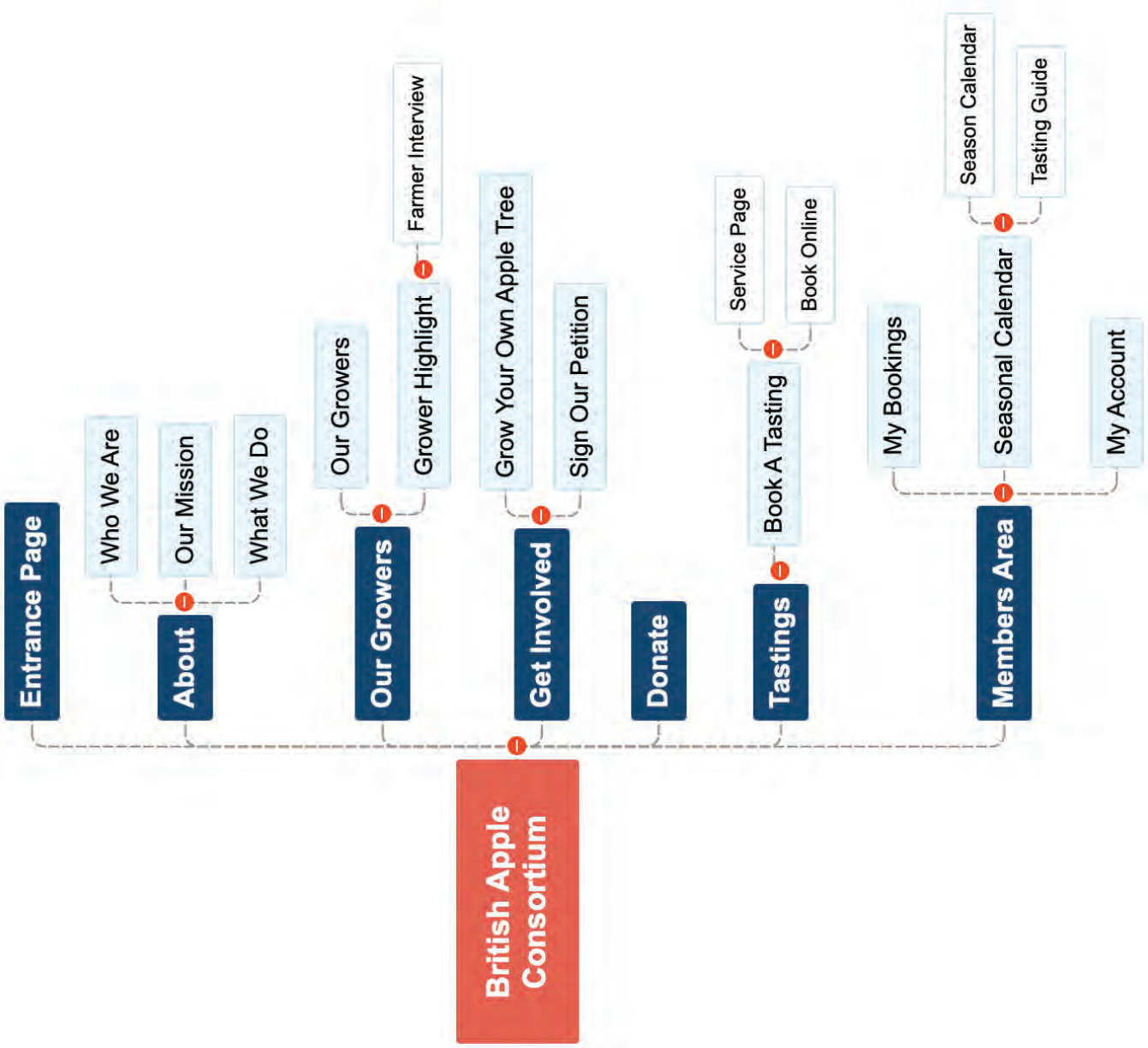

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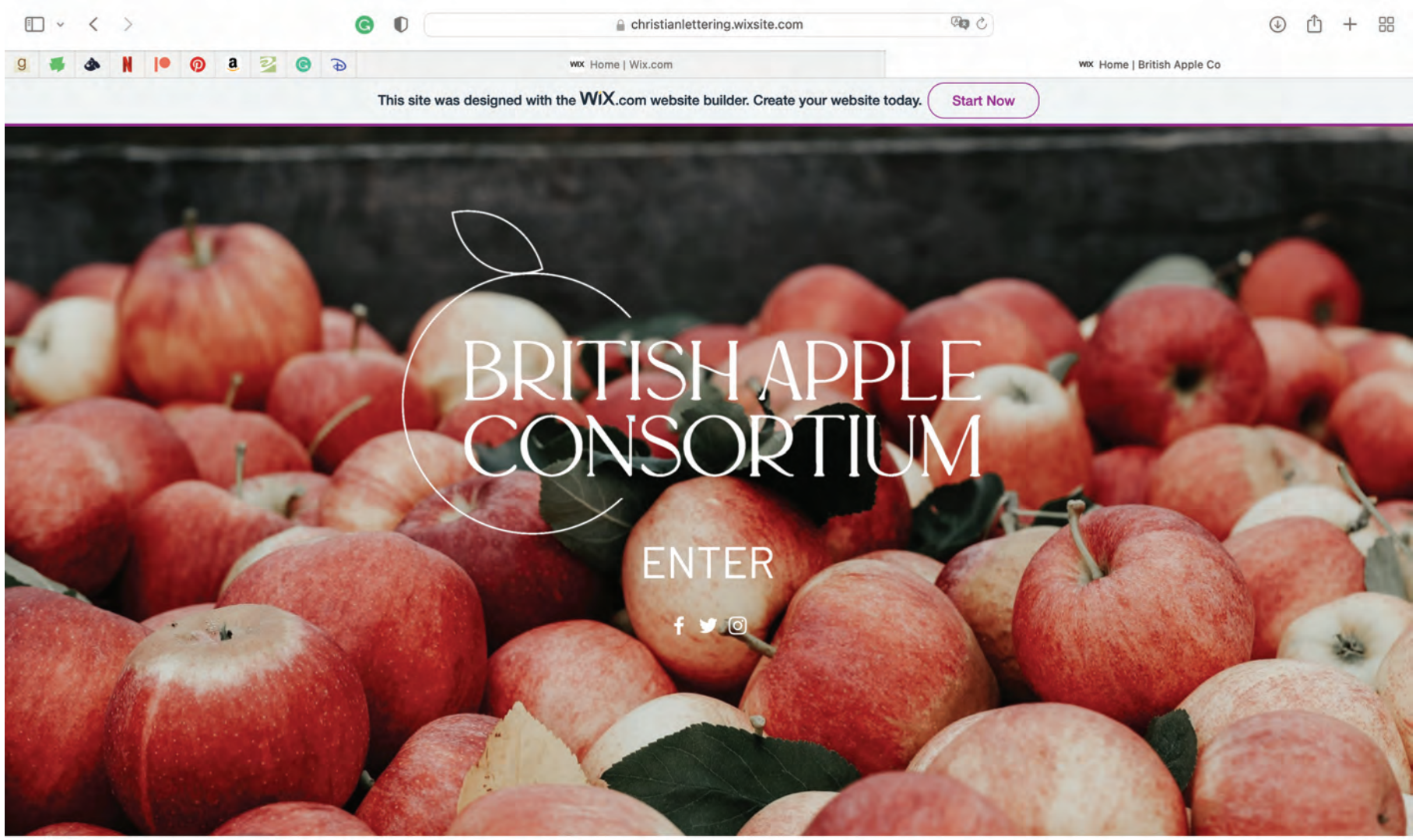

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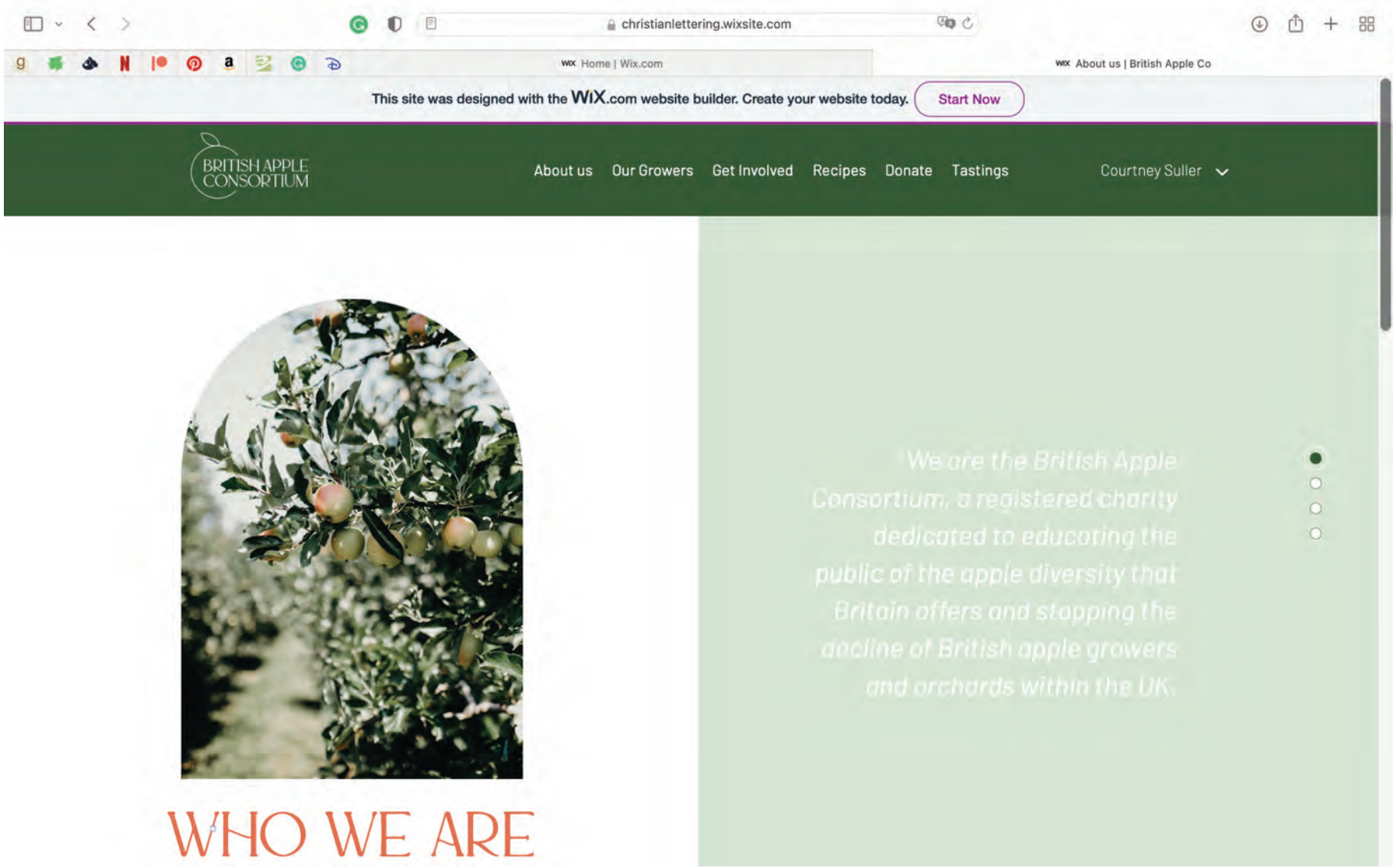

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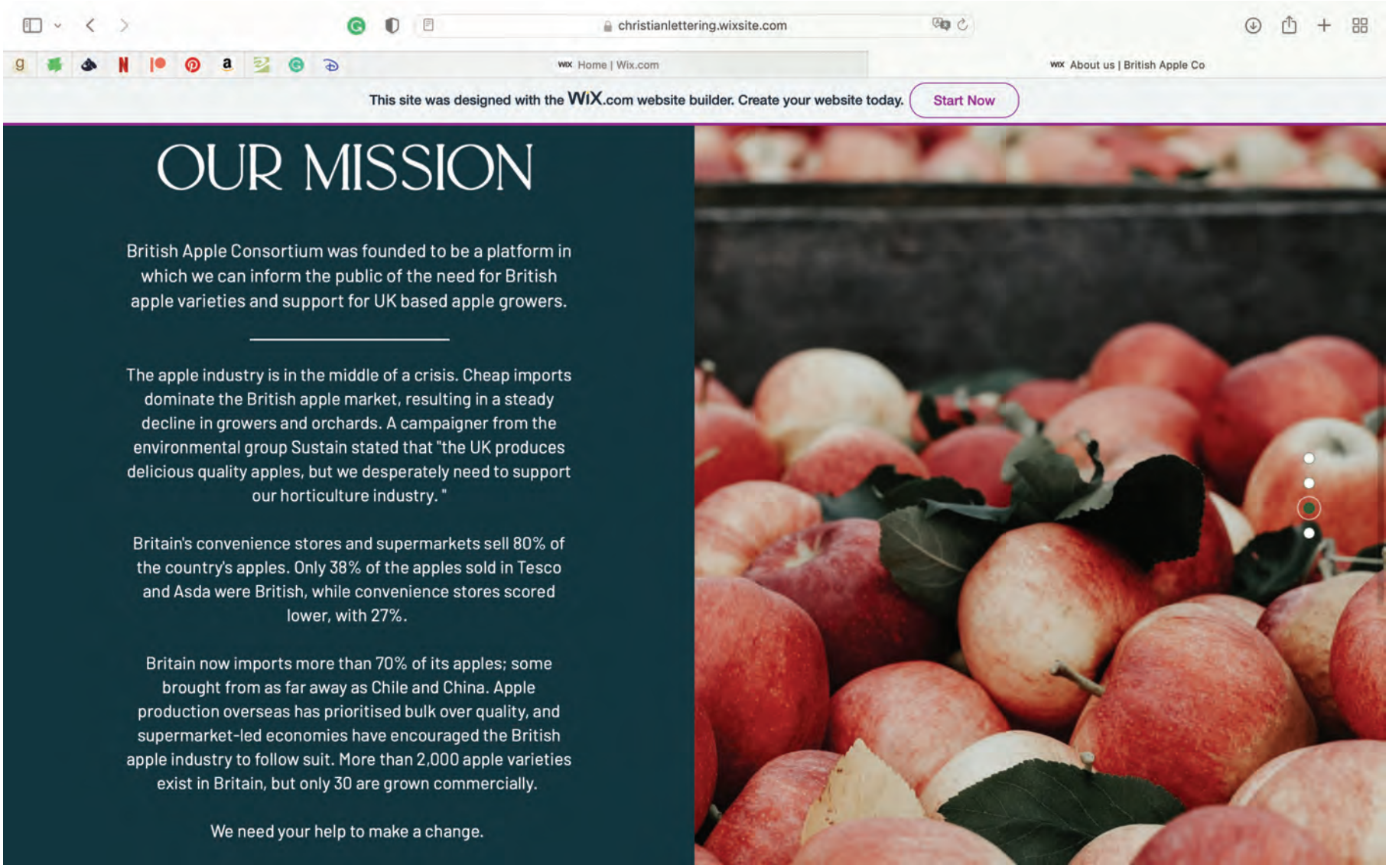

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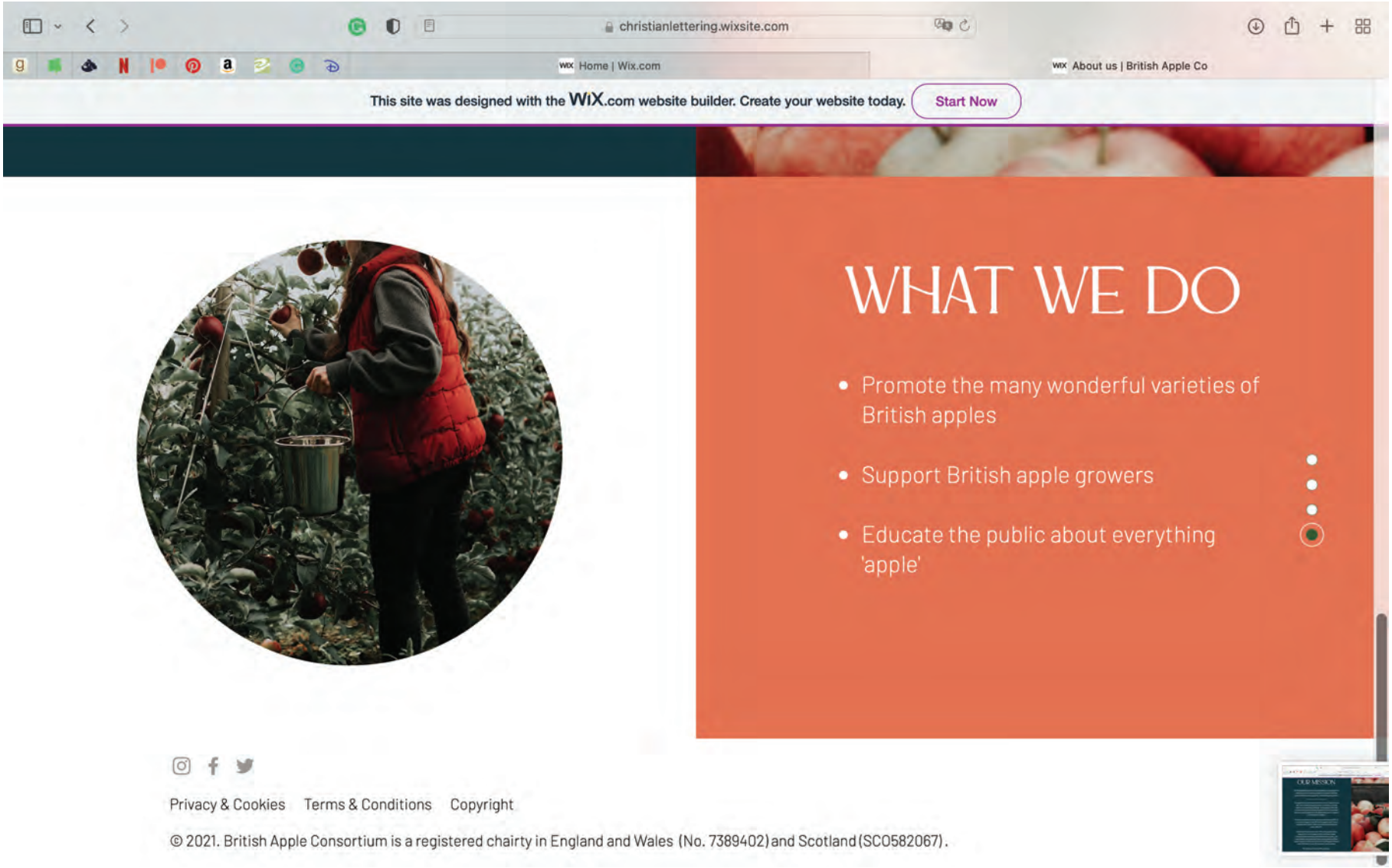

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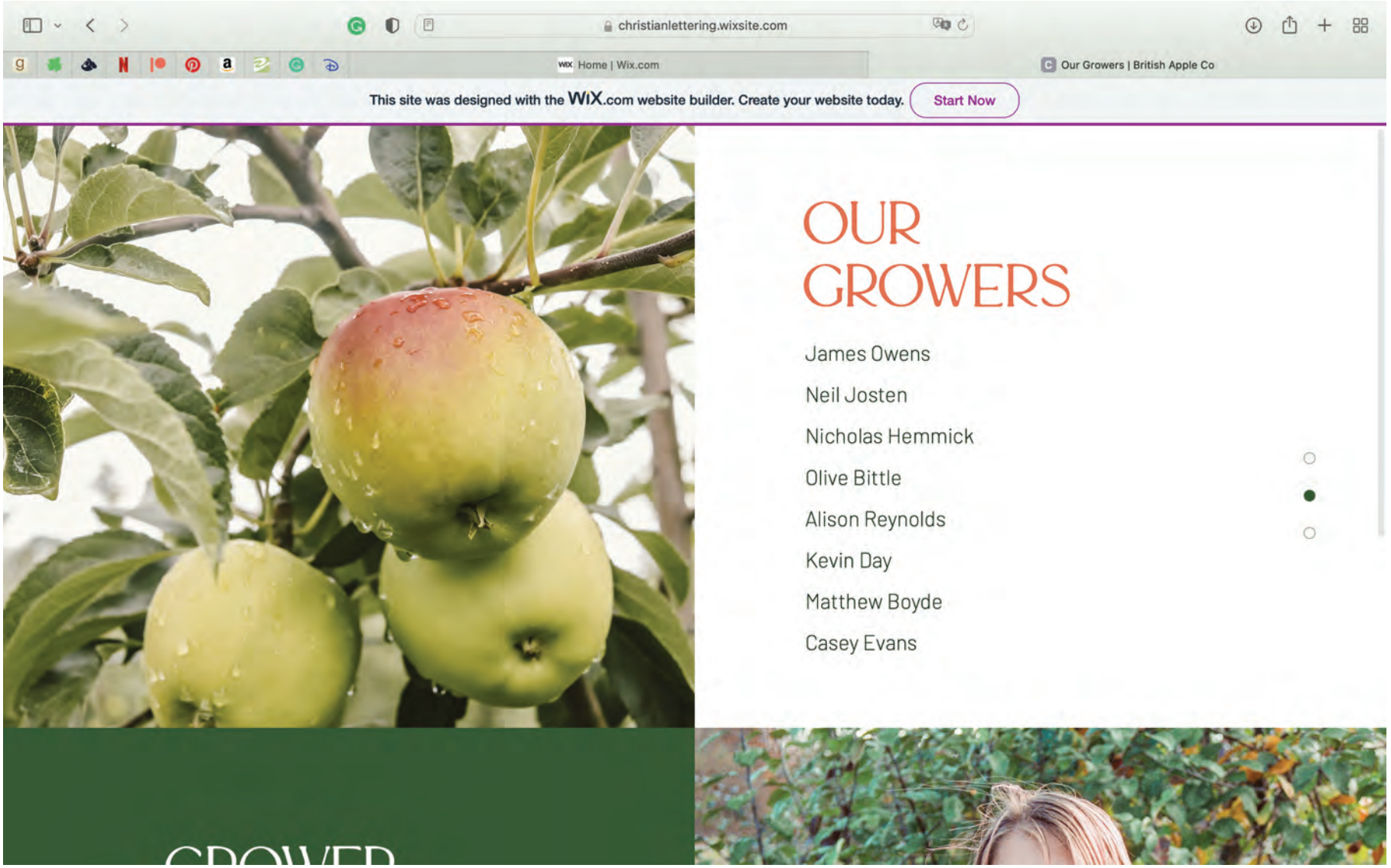

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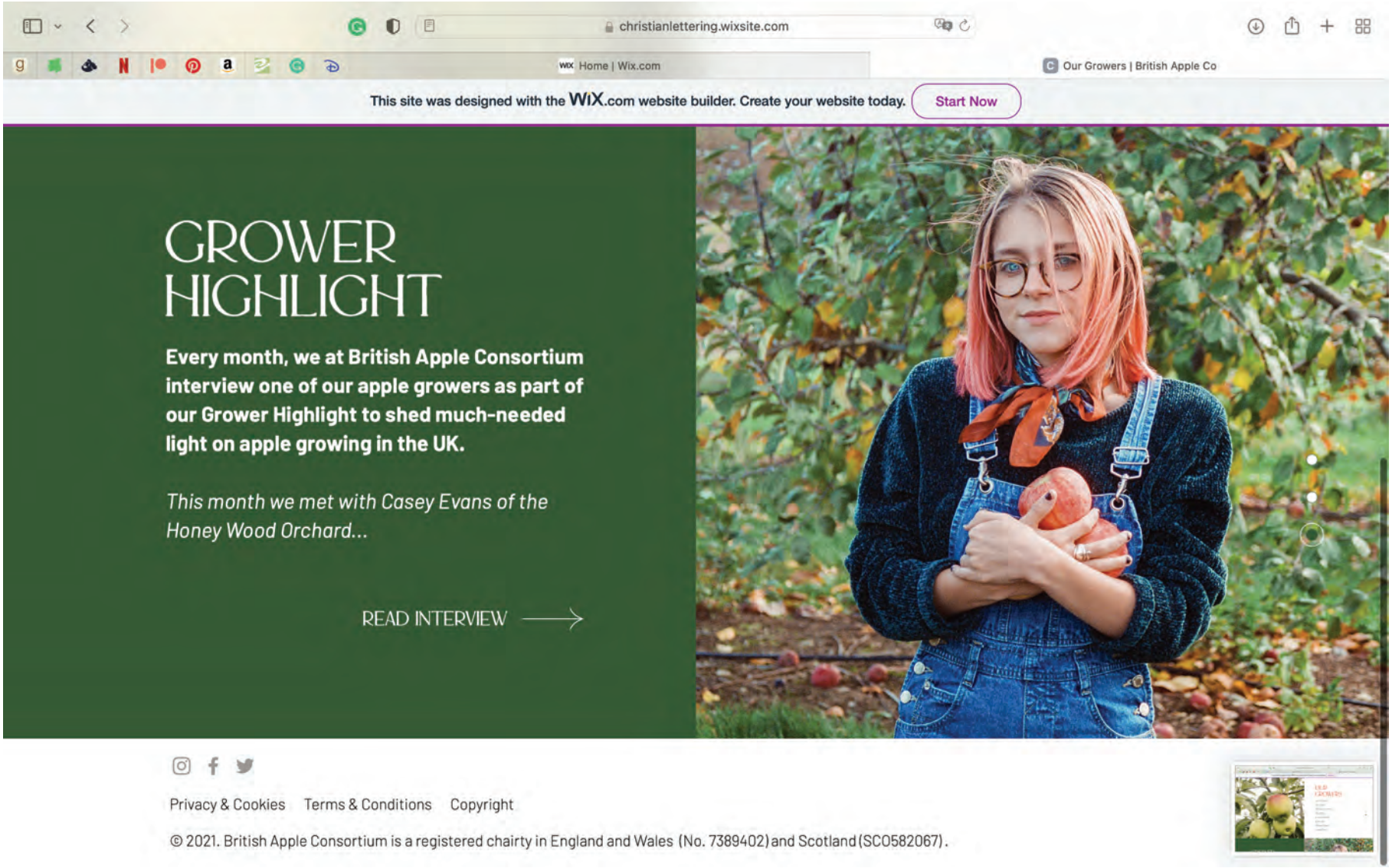

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Casey Evans | British Apple Co

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Every month, we at British Apple Consortium interview one of our apple growers as part of our Grower Highlight to shed much-needed light on apple growing in the UK.

This month we met with Casey Evans of the Honey Wood Orchard...

BAC: Hi Casey, I am anxious to hear about organic farming, but let's start with information about your orchard. Where is it located, and how many acres do you farm?
CE: Honey Wood Orchard is a 400 acre site located in gorgeous Hertfordshire that has been in my family for over 100 years and is currently managed by myself and my brother.

BAC: What kind of fruit is growing organic in the orchards?
CE: We specialise in growing organic apples. Currently, we are about 70% organic; the rest is still in transition. We will eventually be 100% organic.

BAC: Why the decision to start transitioning to organic?
CE: We started transitioning our orchard to organic about 15 years ago when organic wasn't famous yet. It was considered a crazy move back then! People grow organic for different reasons, but we feel like it is the right thing to do. We are proud of our apples and feel we are delivering a high-quality product.

BAC: What does the future hold for Honey Wood Orchard?
CE: My brother and I both have young children interested in taking over the orchard in the future. The family business is set up so that our children will have the opportunity to buy into it, so it will stay in the family and eventually transition over to them. The only way we feel we can compete in this ever-changing industry is to work together as a family. There are some great models in our sector of families who have done this. We hope to incorporate what we learned from those businesses and pass it down to our children. We also want to be progressive enough to make it possible for them to come back after they have earned their education.

BAC: Tell us about your organic Golden Delicious apples; I hear they have a story!
CE: Over the last ten years, we have identified what varieties the fresh market wants and doesn't want. We have developed an organic processor market for the Golden Delicious, which goes into baby food. How incredible to think about feeding babies' organic fruit!

BAC: That is exciting! Where do you think the organic market is going from here?
CE: The organic demand is good from a grower's perspective. We believe that as millennials hit the workforce, they will be consuming more and more organic fruits, vegetables, and dry goods. You see more organic out there than you did even five years ago; that is because of growing demand and awareness.
BAC: Thanks so much for your time, Casey, and good luck with harvest this year!

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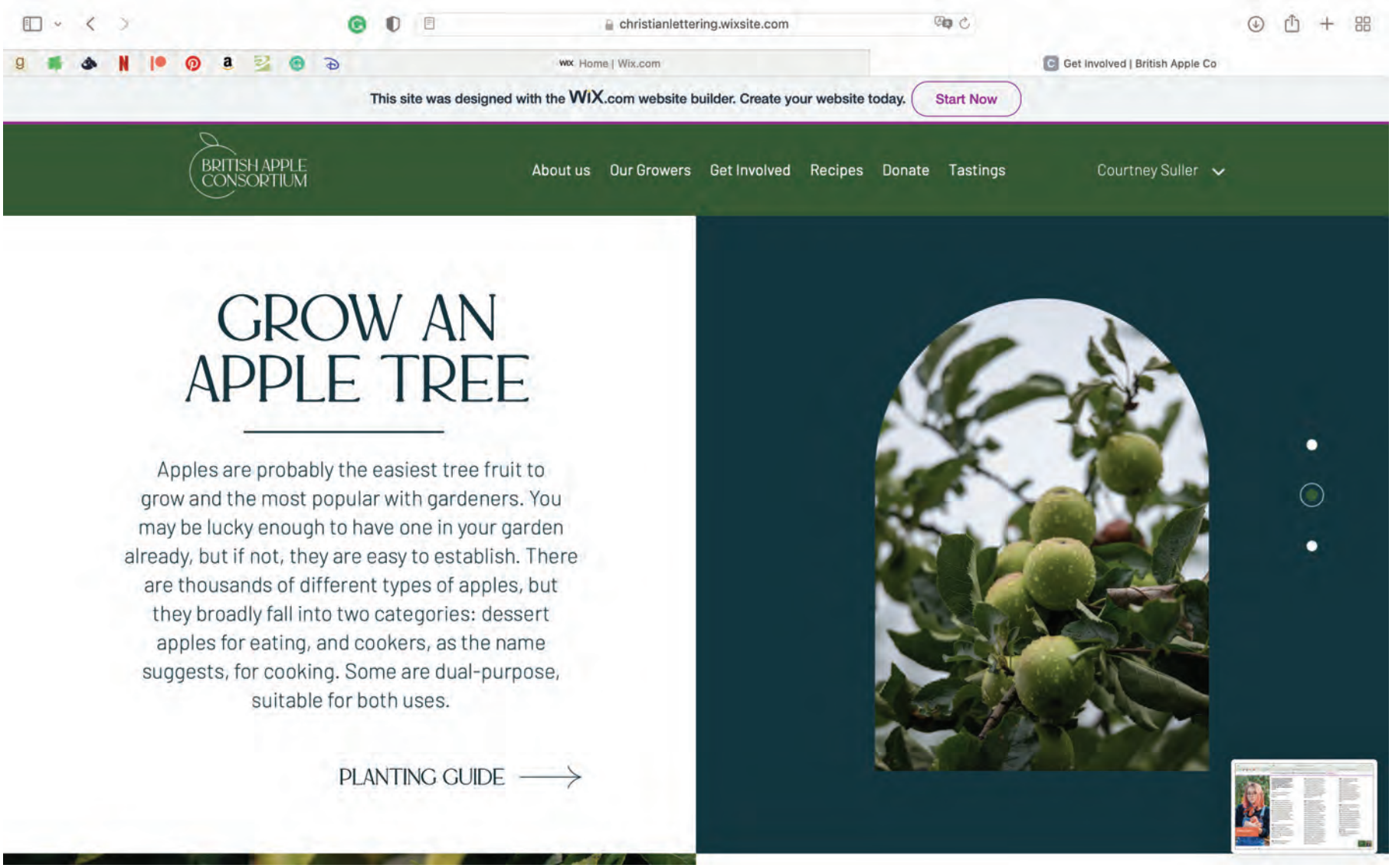

GROW AN APPLE TREE

PLANT

If you don't have an apple tree in your garden, planting one is a good investment, for there is nothing like eating the fresh fruit straight from the tree in autumn. It's generally recommended to buy named cultivars of apples from a reputable specialist nursery. They are supplied as young trees ready for planting.

Sowing apples from their pips would just take too long, and just as children are not identical to their parents, fruit trees are not true to type when reproduced from seed.The ideal position for an apple tree is a sunny, sheltered site, well away from any frost pockets. Avoid poorly-drained or shallow soils.

You will see apple trees for sale in two forms:

These have been lifted from the ground while dormant, with little or no soil around their roots. Various plants may be available bare root, including fruit trees, hedging plants and some perennials. They are generally cheaper than plants in containers, but are only available in winter/early spring, while dormant bare-root stock (as the name suggested, the roots are exposed when you purchase these plants) or in containers. Bare-root plants should be planted from late autumn until early spring; containerised plants can be planted at any time of year, though winter is preferred.

If planting in the garden, dig a hole no deeper than the roots, but up to three times the diameter of the root system (spread the roots out on the ground before digging the hole). If the sides or base of the planting hole are really hard, break the soil up with a fork before planting. Place the plant in the planting hole and carefully refill, placing soil between and around all the roots to eliminate air pockets. Firm the soil gently by stepping on it.

GROW

Once established, apples require very little care throughout the year. Water apples during dry spells and from when the fruit starts to swell, particularly if they are newly planted or in containers. The most effective method of doing this for rows of fruit trees is to place a drip line or seep hose under the trees. Large, established trees will be more resistant to periods of drought.

FEEDING

In early spring, feed with a high potassium general fertiliser, such as Vitax Q4. Scatter one handful per square metre/yard around trees growing in bare soil, and one and a half around those growing in grass. Cookers are hungrier – scatter one and a half handfuls per square metre/yard around trees in bare soil, and two around those in grass.

PRUNING

Apples should be pruned every year to get the best crop. Timing and method of pruning depends on the type of apple you are growing.

HARVESTING

Apples ripen from late summer through to late autumn, depending on the variety.

As with most fruit, the obvious way to test if an apple is ripe is to taste it. Another indication that apples are ready to pick is that there are a few windfalls on the ground. Ripe fruits should have swelled to a good size and started to colour up.

To pick an apple, cup it in your hand, lift gently and give a slight twist. It should come off easily with the stalk intact. If it doesn't, then it's not ready for picking.

BRITISH APPLE CONSORTIUM

www.britishappleconsortium.org.uk

COMMON PROBLEMS

BROWN ROT

Brown rot is a fungal disease causing a brown, spreading rot in fruit, sometimes with white pustules of fungi on the surface. It is usually worse in wet summers.

REMEDY

Remove all rotten fruit as soon as you see it and destroy, this will prevent the spread of the rot.

SAWFLY

The sawfly lays its eggs in apple blossom. When the larvae hatch they create scar-like markings on the skin of the forming fruits.

REMEDY

Remove damaged fruitlets to prevent larvae moving to other fruitlets.

ABBLE SCAB

Dark green patches appear on leaves followed by raised, brown or black corky scabs on the surface of the fruit.

REMEDY

Prune out infected stems or shoots, and burn or compost fallen leaves and infected fruit, which will help prevent the spread.

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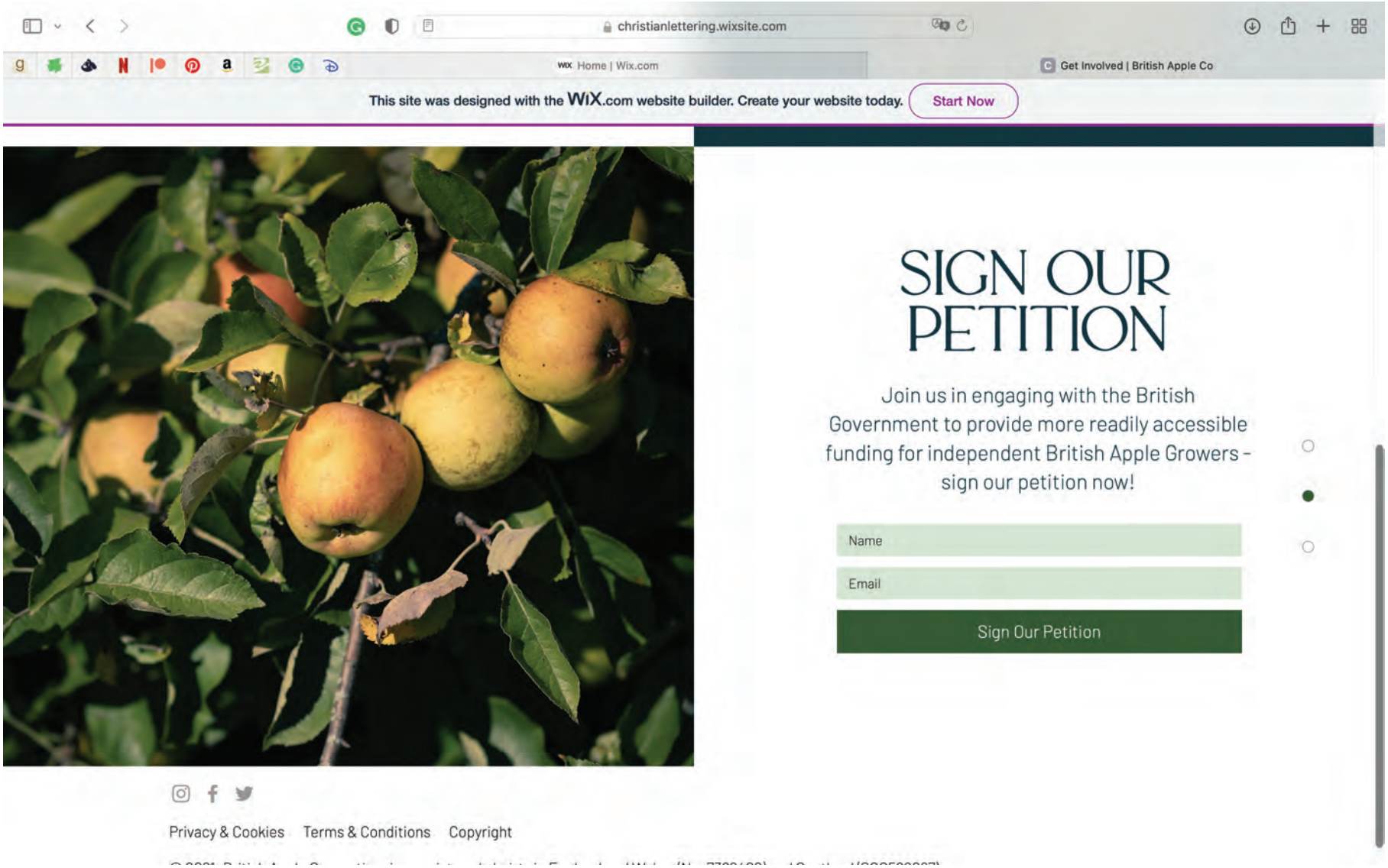

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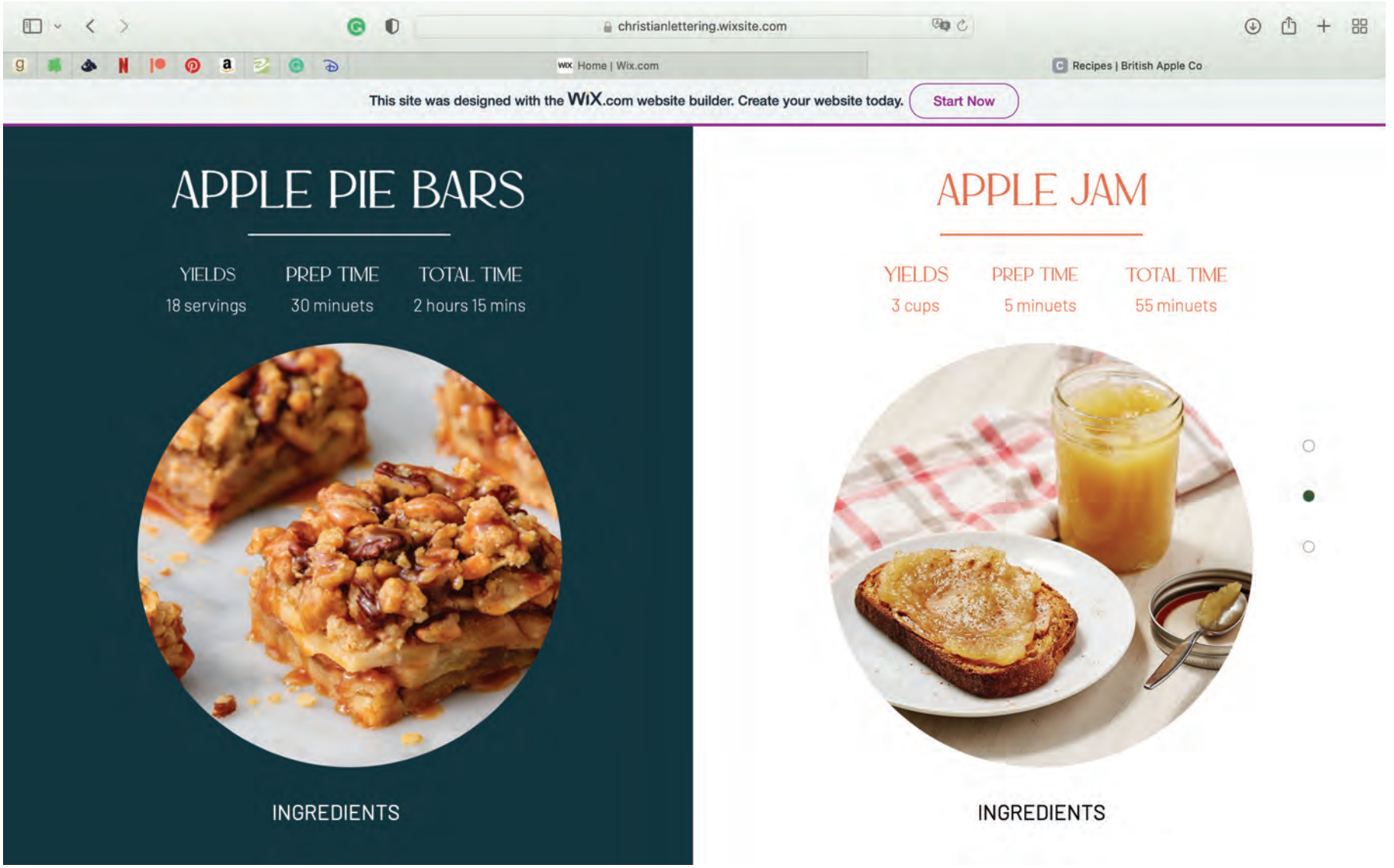

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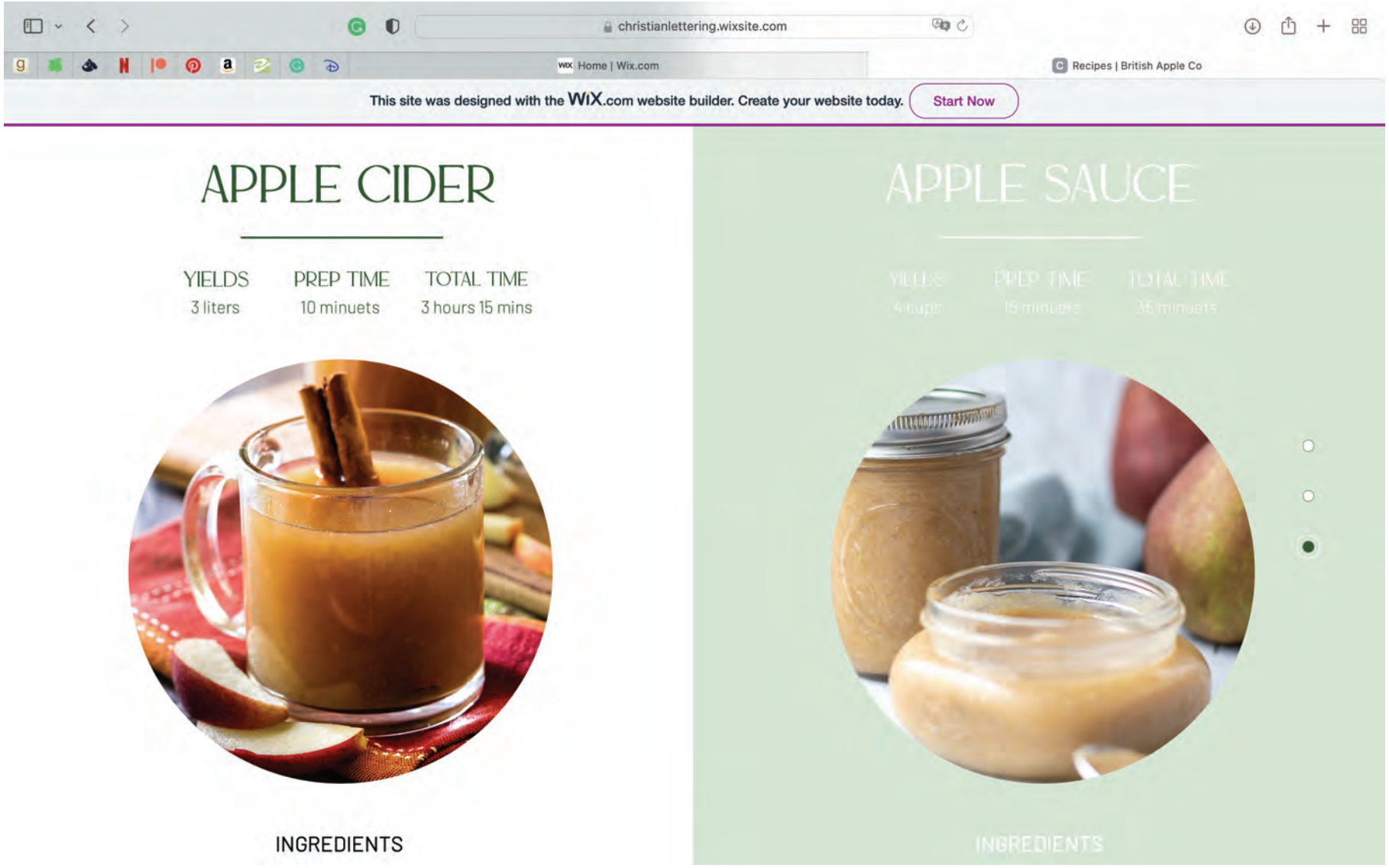

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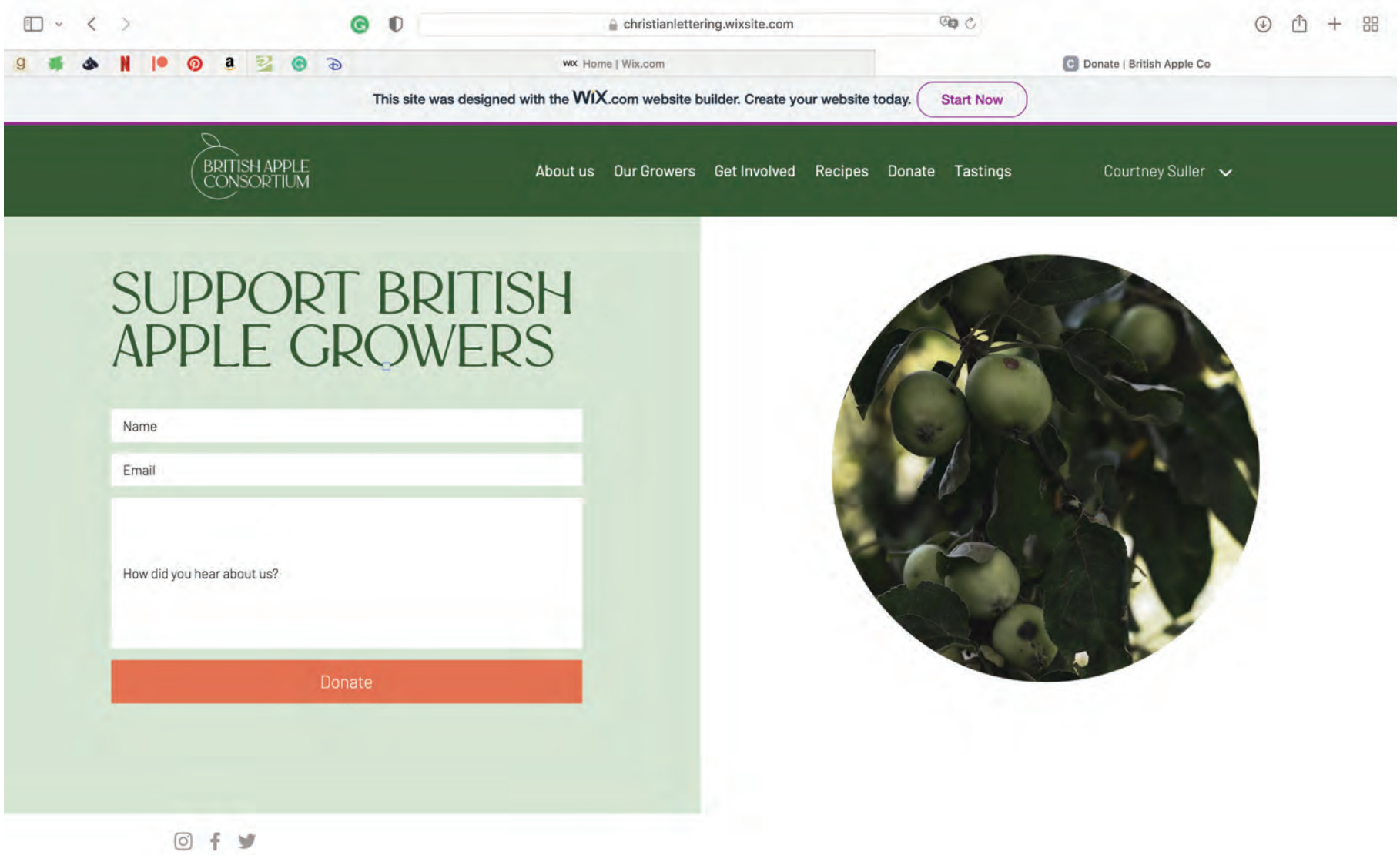

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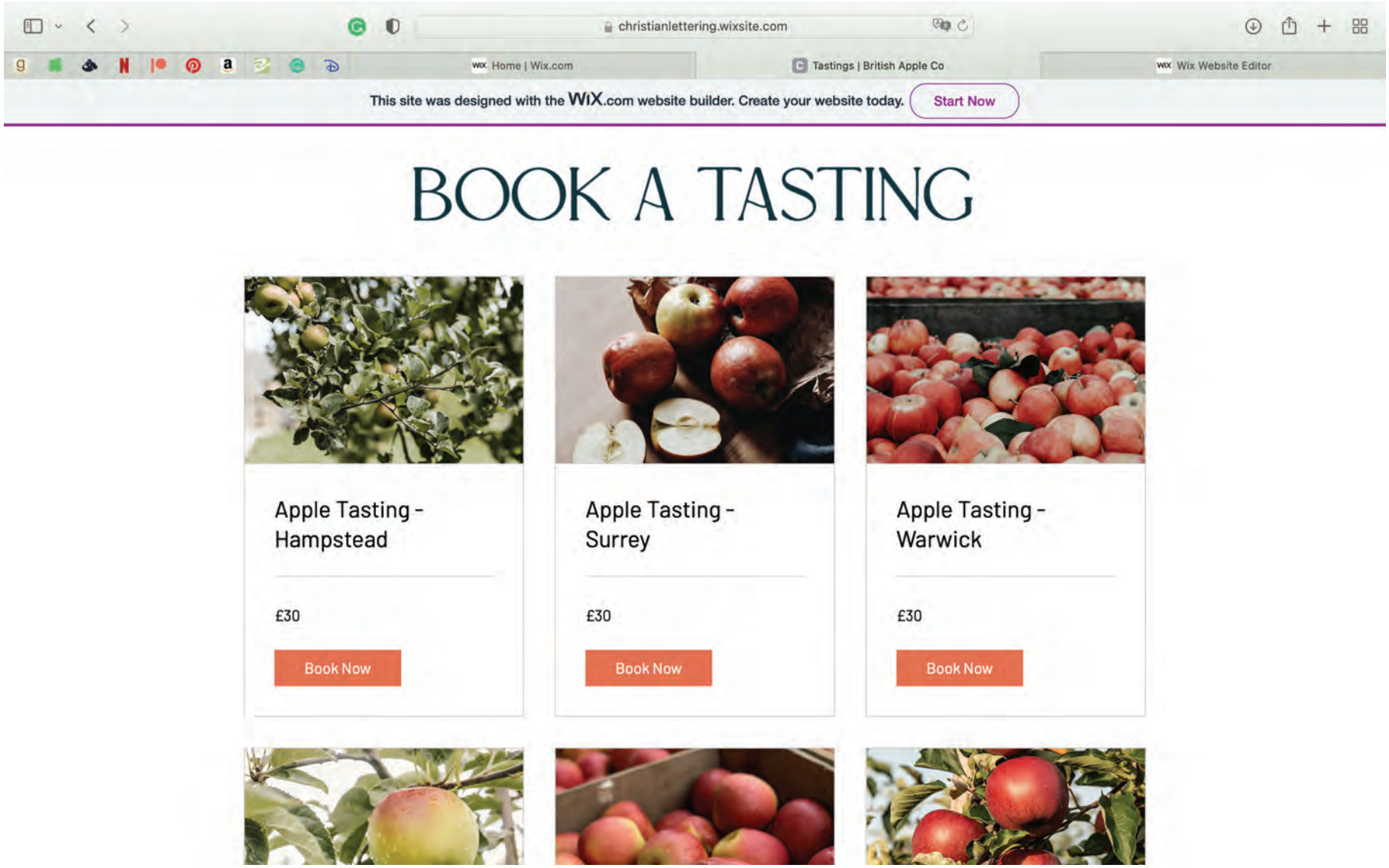

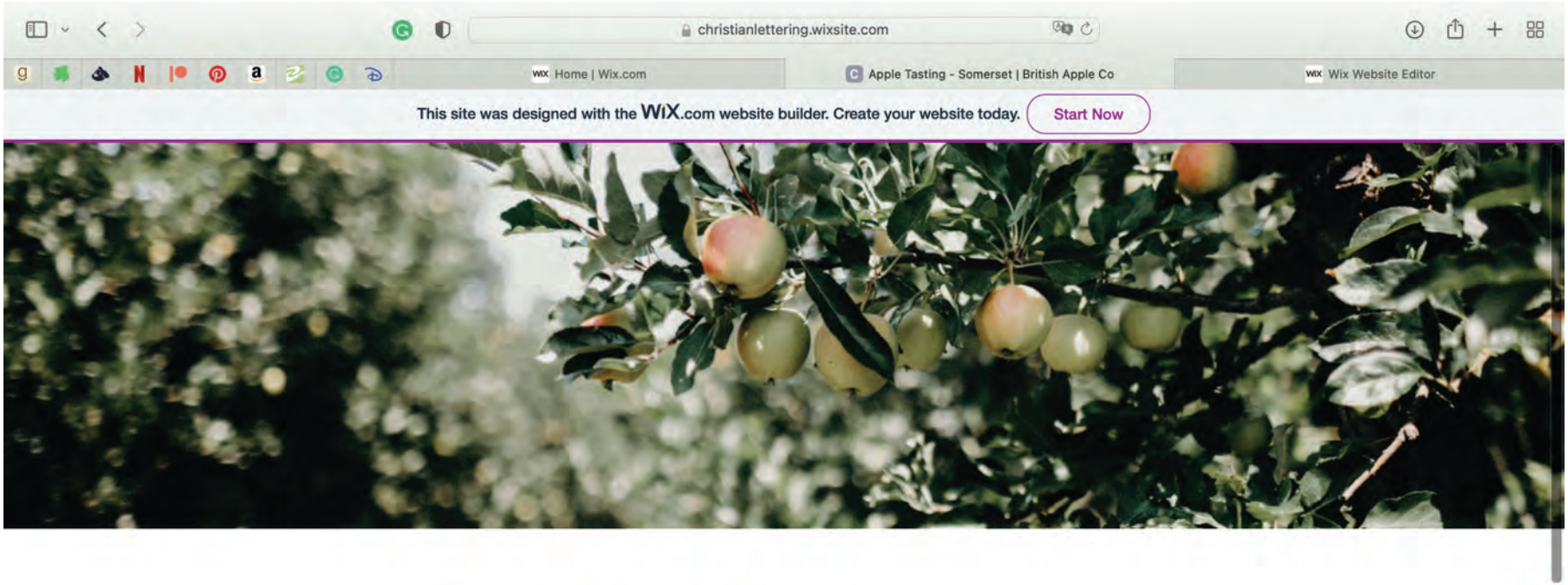

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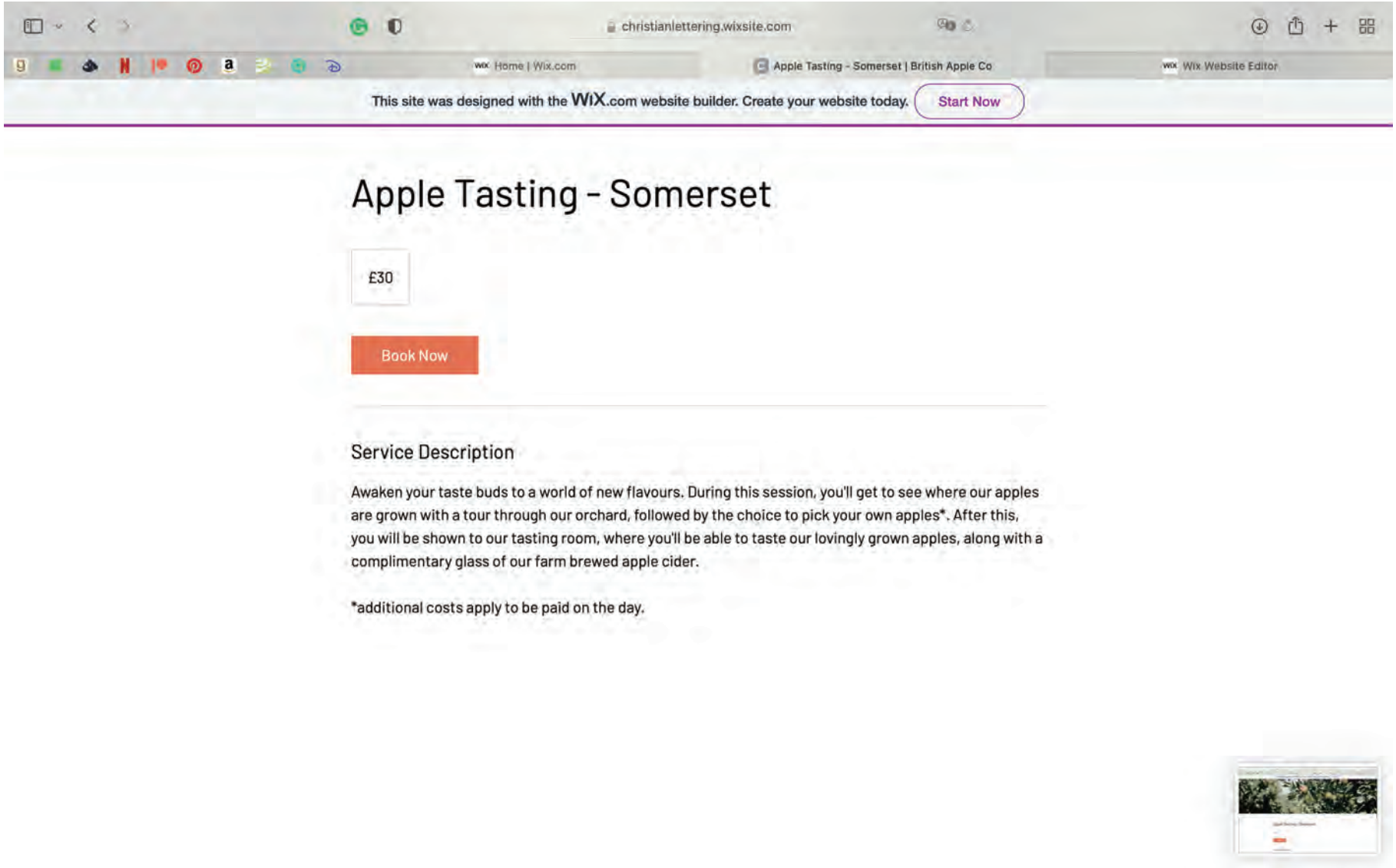

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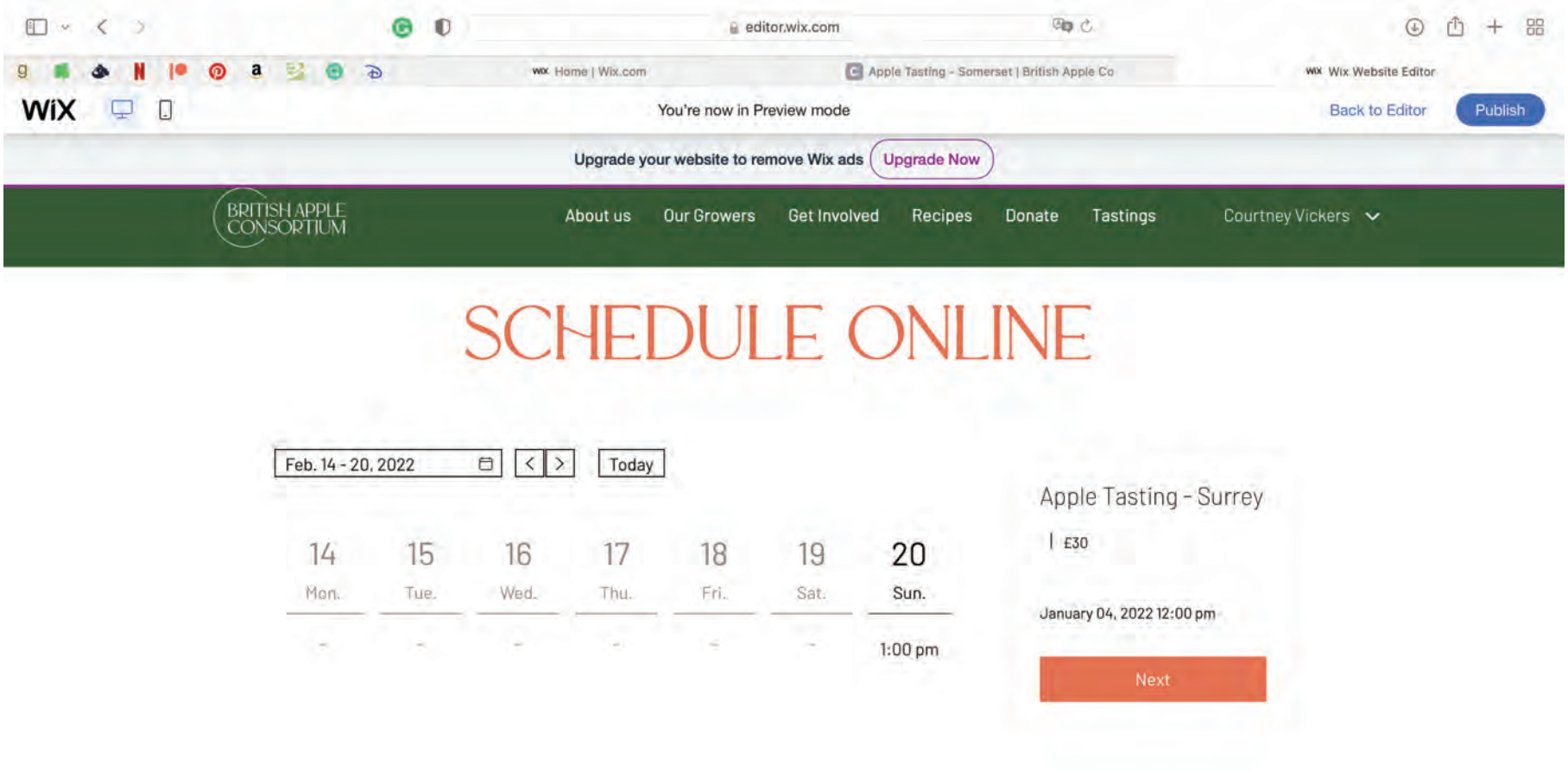

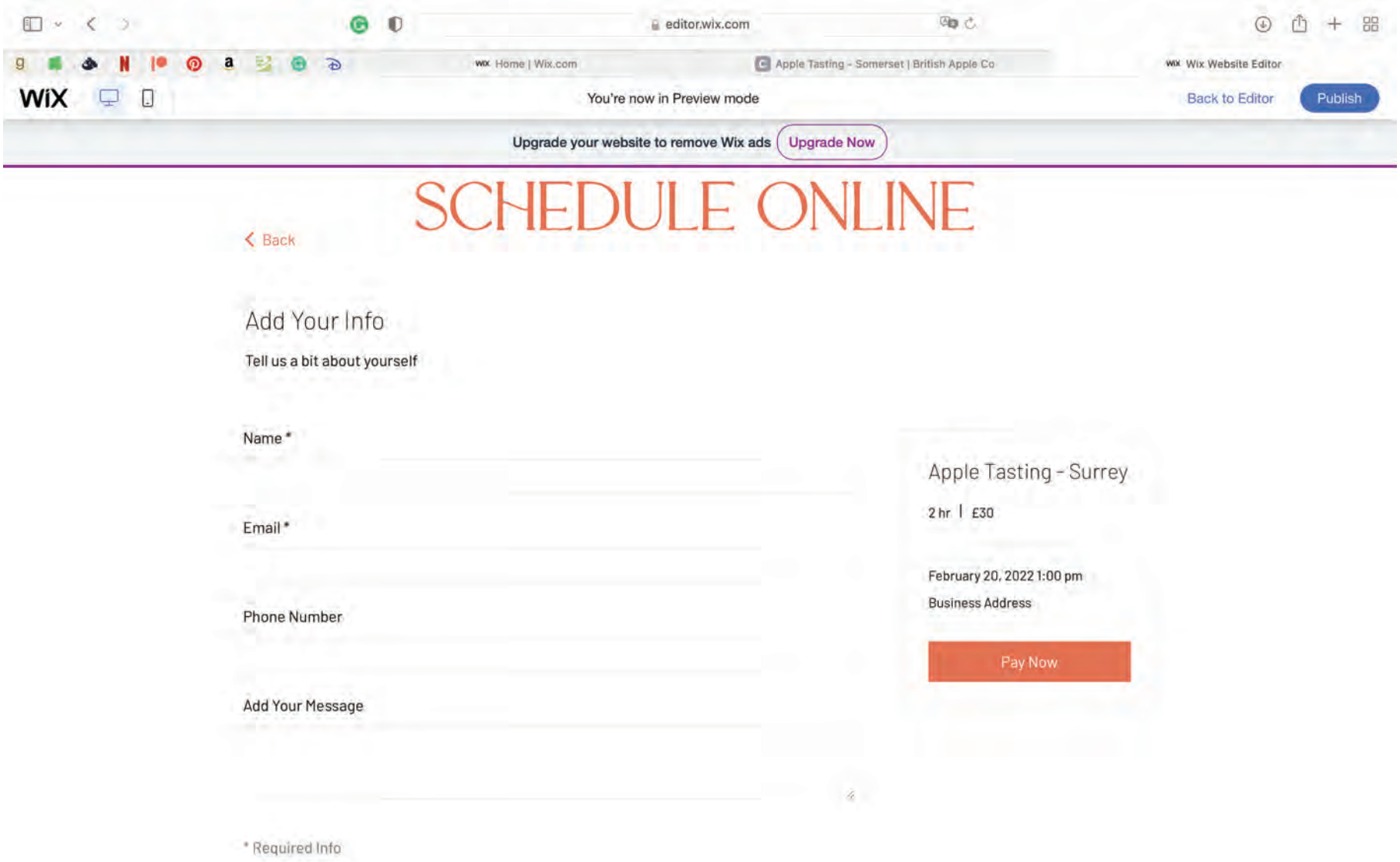
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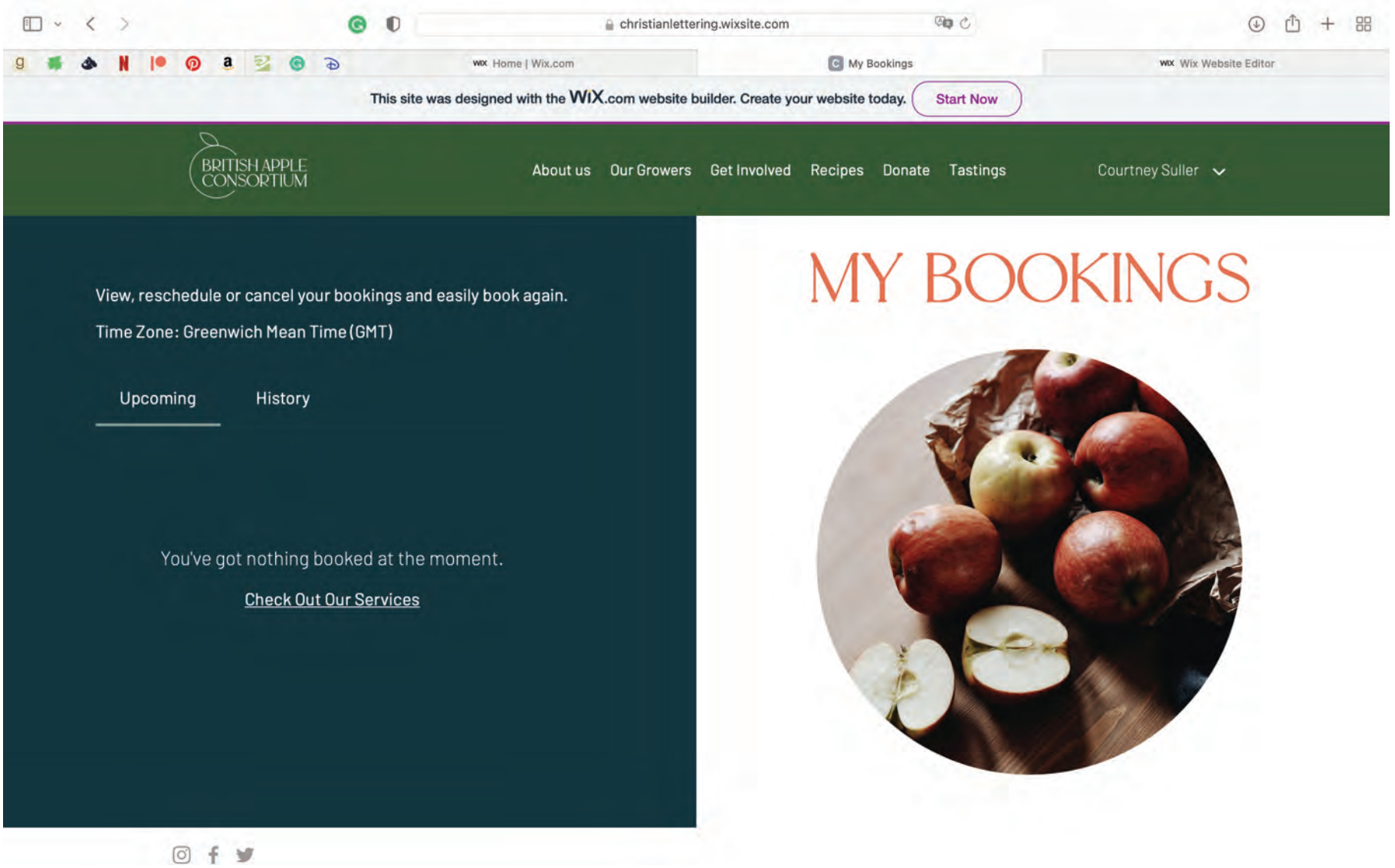

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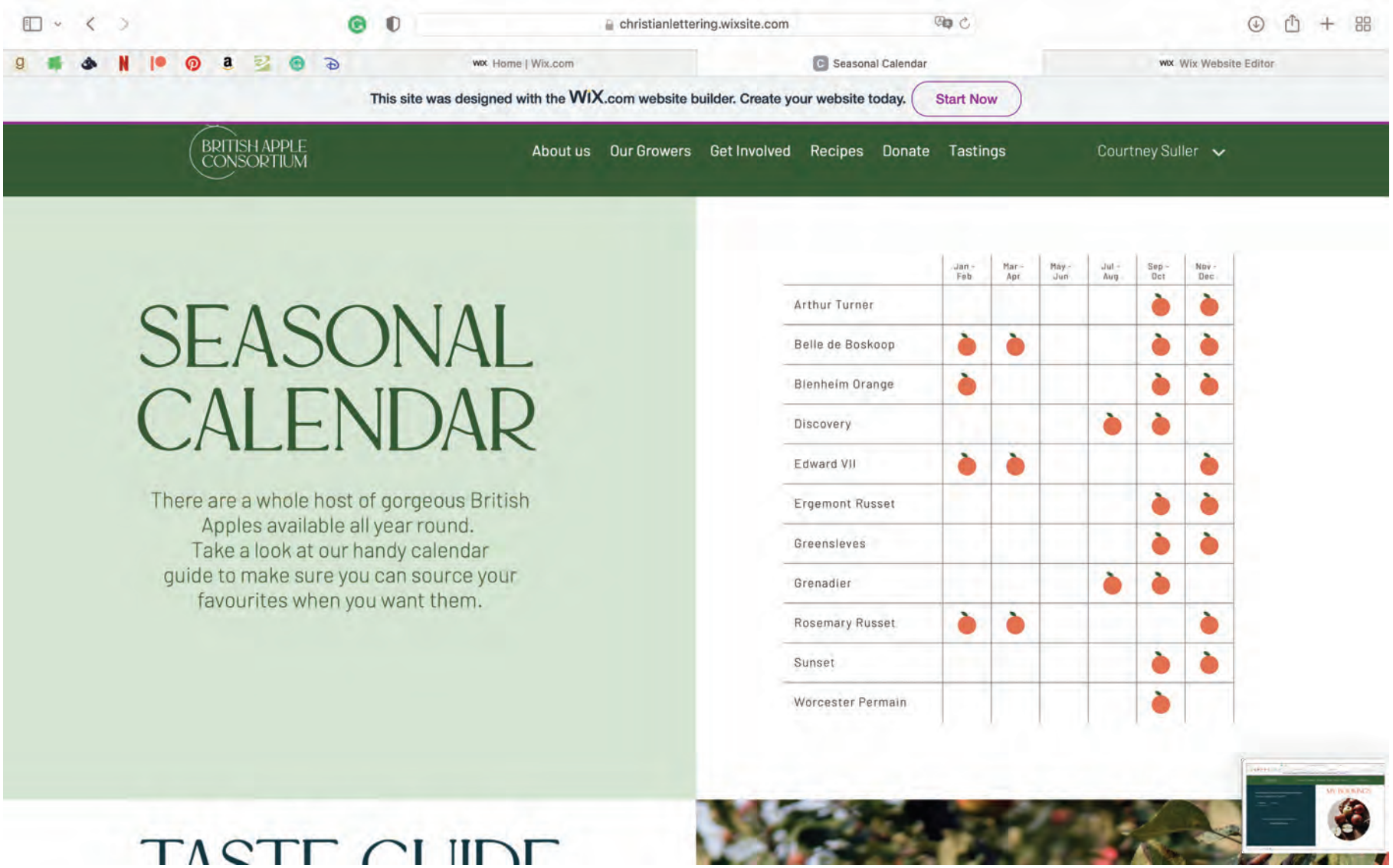

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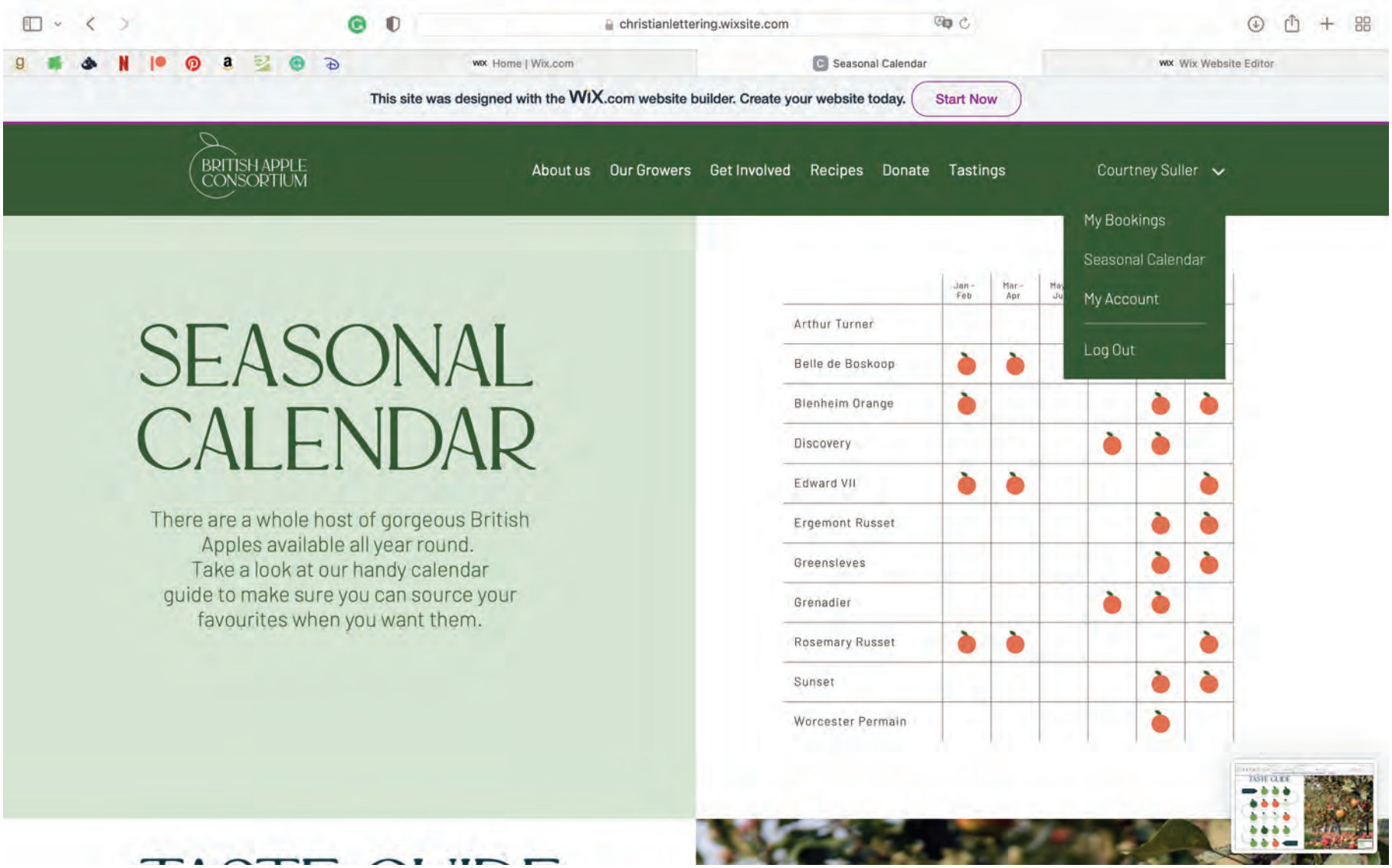

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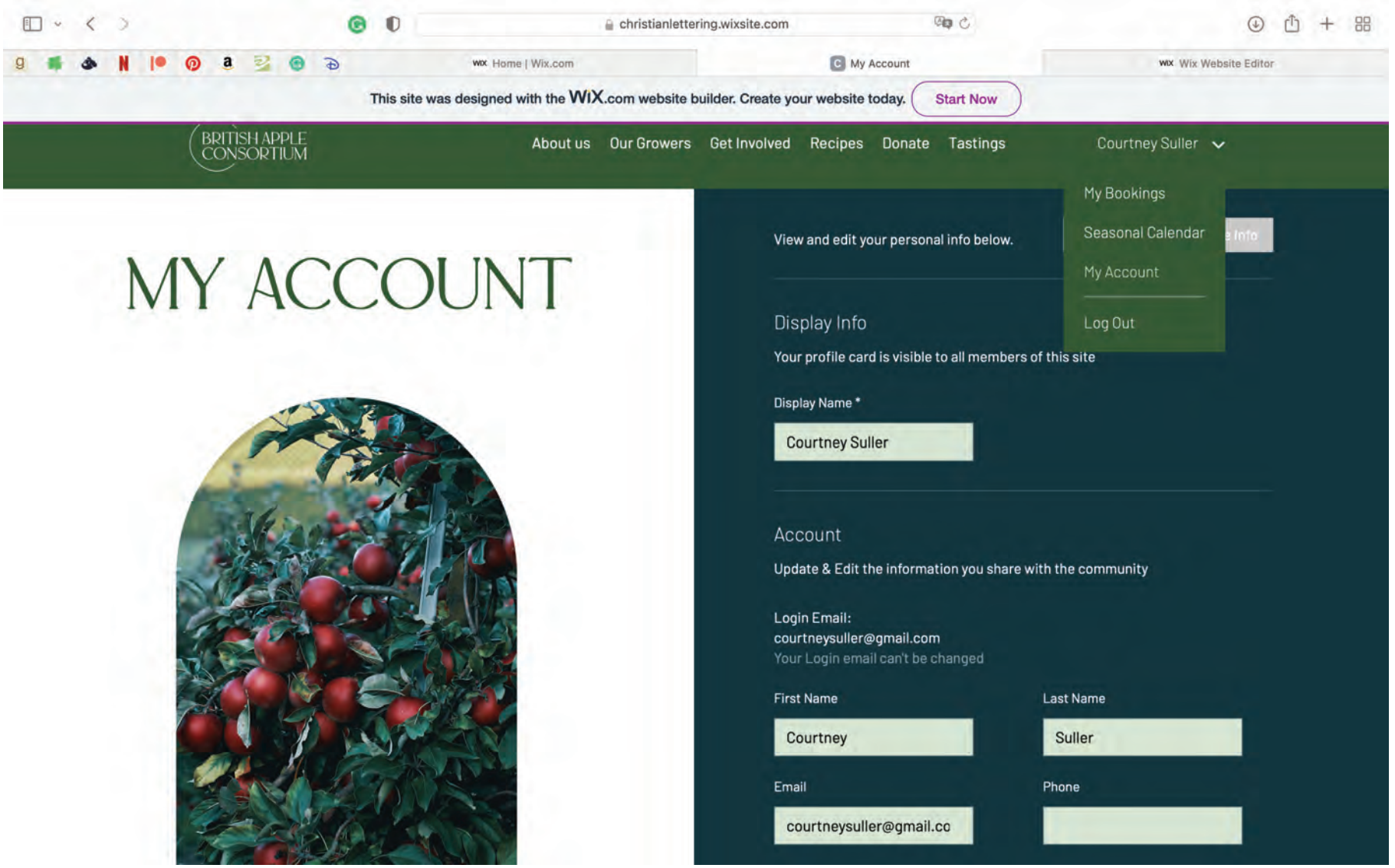
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