

Aqui está a tradução para o inglês corporativo, com foco em **agrotecnologia, eficiência da cadeia de suprimentos e vantagem competitiva**.

Purple Gala: Innovative Full-Color Variety Enhances Harvest Efficiency and Nutritional Profile

A spontaneous mutation resulting in a 100% purple-pigmented apple has positioned **Jardim dos Clones** as a pioneer in the fruit sector. Through a strategic **public-private partnership with Embrapa**, the company has secured its position as the sole cultivator of the "full color" Gala variety, commercially branded as **Purple Gala**.

Operational and Nutritional Advantages

The Purple Gala offers significant benefits across the supply chain, from producer to end consumer:

- **Optimized Harvest Management:** Since the deep pigmentation is present from the early stages of development, growers can harvest earlier and at the peak of physiological maturity.
- **Extended Shelf Life:** This precision in harvesting translates to better performance in cold storage, ensuring a longer shelf life and reduced waste.
- **Elevated Nutritional Value:** The intense coloration is indicative of higher concentrations of **antioxidants**, offering a unique flavor profile and enhanced health benefits for the discerning consumer.

"The early development of its full color allows for a more efficient harvest at the precise point of ripeness, which significantly improves durability during storage," explains **Ermano Varaschin**, Managing Director of Jardim dos Clones, during the company's debut at Anuga Select Brazil.

Event & Organization Overview

Service Details:

- **Event:** Anuga Select Brazil
- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – Brazil

- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

About Anuga Select Brazil Organized by **Koelnmesse Brazil**, Anuga Select Brazil is the premier B2B platform for the Latin American food and beverage industry. It facilitates high-level networking between global brands and professional buyers, serving as a vital hub for **business development** and technological industry breakthroughs.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing trade fairs for the food and beverage processing sectors. With a portfolio of world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**, the organization maintains a strong presence in key emerging markets—including Brazil, China, India, and the UAE—to ensure a sustainable and influential international business network.

Digital Channels:

- **Website:** anuga-brazil.com.br
- **LinkedIn:** [anuga-brazil](https://www.linkedin.com/company/anuga-brazil)