

♥️🍏TM Luv'ya.[®]



We Love Apples

Luv'ya apples are grown by Heartland Fruit which is based in Nelson, New Zealand. We are a syndicate of second and third generation apple growers with an excellent reputation for growing consistently good apples.

Heartland Fruit has a single, paramount value - "love apples". We are dedicated to producing the best eating apples in the world.

we are committed to deliver
our customers because

- Knowledge:** Gained from more than 500 years of combined experience.
- Growing ability:** Shared ideas results in continued improvements in growing techniques.
- Innovation:** Forward-thinking, creative growing techniques.
- Commitment:** To the future of the apple growing industry.
- Passion:** We want to do it right, and to deliver the best apple eating experience.
- No filters:** You deal directly with the actual growers.
- Focus:** Quality is created in the orchard, and remains our focus throughout the supply / logistics chain.
- Total control:** We oversee each apple's journey from the tree to the customer.

Together we have a shared passion and drive to grow and deliver to the market the most delicious, juicy and crisp apples every time.



Sustainability

We are committed to long-standing customer relationships.

Business: Building our reputation by consistently growing superior quality apples.

Environment: Working with nature to capture the essence of the perfect apple, whilst minimising our impact on the environment and reducing our carbon footprint.

Bringing superior produce to
the world because we “love apples”

Vertical Integration

Heartland Fruit is vertically integrated and uniquely structured, comprising apple growers from the region's best orchards. We own our own orchards, packhouses and marketing company.

Our total commitment to supplying premium apples to the market is underpinned by our Vertical Integration strategy, which begins in the orchard and continues right through to the customer. We take responsibility for our own future by supplying the best possible fruit now because we want to be an important supplier to you.





Our Variety Range

Luv'ya apples and pears are consistently delicious and deliciously crisp. We currently specialise in the following quality varieties:

Braeburn

Royal Gala

Cox Orange Pippin

Fuji

Pink Lady™

Eve™

NZ Beauty

Ambrosia™

Doyenne du Comice

Taylors Gold.

New Varieties

Innovation and development are core business values and we are currently undertaking a planting programme for a range of new and exciting varieties. These varieties will have conventional and organic accreditation, and some will be exclusive to Luv'ya.

Luv'ya growers, owners and orchards

Heartland Fruit is owned by the following growers:

Neil and John McCliskie - Alandale Orchards

David Easton - Easton Apples Ltd

Michael Thompson - Mahau Orchard

Richard Hoddy - Vailima Orchards

Our orchards cover more than 350 hectares of premium horticultural land in Nelson, situated in close proximity to our packhouses and coolstore. Where necessary we source fruit from like-minded growers to support customer programmes we have committed to deliver.

Food safety is paramount to us. We are GlobalGap accredited, and our packhouses have BRC certification.



Nelson, New Zealand

Luv'ya is based in the Nelson region of the South Island of New Zealand. Nelson is one of the best apple growing regions in the world and boasts a unique maritime microclimate with high sunshine hours - more than 2400 per year - complimenting a temperate climate.

Mountain ranges surround the region on three sides and with ocean on the fourth this makes for a warming influence in winter and a cooling one in summer, creating conditions ideally suited to growing the perfect apple.

Nelson is renowned for the natural beauty of its environment and is surrounded by National Parks, including the Abel Tasman with its famous golden sands, sea kayaking and bush walks.





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