

# September 28 - World Apple Day

**Apples are one of the most popular fruits in the world. On September 28 we celebrate the World Apple Day. On this occasion, it is worth recalling that Poland is the largest producer of these fruits in Europe, and their high quality is appreciated by consumers all over the world.**

Poland is the largest producer of apples in the European Union. According to the estimates of the Polish Central Statistical Office, about 3.4 million tonnes of this fruit were harvested in our country last year. Polish apples are appreciated all over the world also for their unique taste. What's their secret? The end result of apple cultivation, i.e. the taste, appearance and structure of the fruit, is influenced by many, seemingly unimportant factors. According to our native fruit growers, the climate is the key to success. The temperature differences occurring in Poland between warm days and cool nights make Polish fruit acquire a unique, deep flavor. Apples are our real export hit and one from the symbols of Polish agriculture abroad. It is worth appreciating them all year long.

It is very important for consumers to expand their knowledge of Polish apples, the highest quality, taste and irreplaceable nutritional values of which make our producers one of the world's top producers. For years, nutritionists have been convincing people to consume domestic fruit every day, due to their unique nutritional value. The World Apple Day is a great occasion to celebrate, as Polish apples are a real treasure.

Polish apples received promotional support as part of the CuTE campaign: Cultivating the taste of Europe conducted in 2019-2021 by FruitVegetablesEUROPE (EUCOFEL) - the European Fruit and Vegetable Trade Association. It aims to motivate Europeans to change their consumption habits and lead a healthier lifestyle. Polish apples are one of the main products promoted in the campaign. The Polish partner of the project is the National Association of Fruit and Vegetable Producers (KZGPOiW).

The project is co-financed by the European Union.

More information about the campaign is available on the official website of the project, also in Polish: <https://www.fruitvegetableseurope.eu> and on Facebook <https://www.facebook.com/CultivatingtheTasteofEurope> and Instagram <https://www.instagram.com/fruitvegetableseurope/>

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