

# Top Fruit Seminar 2017



Michal Slawski

14/12/2017

Growing the success of Irish food & horticulture

***Bord Bia***  
Irish Food Board

# Overview

- ✓ Quality mark
- ✓ Blossom walks and World Pi Day
- ✓ Website



# Quality Mark



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# Blossom walks



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# World Pi Day 110 000 views



alan\_hogan Follow

sudzhanrahan\_ annemhogan77, tonycilior64, bordbia paulkw, riverhousedungloe\_girlfriday08 and eleanorcatherinebrown like this

alan\_hogan Daddy and Siofra fun baking day. First apple pie ever, first time for everything! Tasted gorgeous, thanks for inspiration @bordbia #irishapplepiechallenge

bordbia You are only stars! Well done you two 🍌

🤍 Add a comment...

he Cooks Team @CooksAcademy101 · Mar 14  
ary & Niamh are in there too somewhere!!! #ireland #IrishApplePieChallenge #WorldPiDay #WorldPiDay cooksacademy.com/Culinary-Program...



🔄 3 ❤️ 2

Anka Wagner added 3 new photos.  
17 March at 15:34 · Emly · €

Made my first Apple Pie yesterday to participate in the #irishapplepiechallenge 🍌 hope it tastes as good as it looks 🍌  
#applepie#myfirstpie#challenge#littlebitproud#tasty 🍌  
#horses#horseontopofacake 🍌 #apples from #theapplefarm 🍌 and the perfect thing to eat on #stpatrikday 🍌



👍🍌🍌 You and 55 others

5 Comments

**Bord Bia - Irish Food Board**  
10 March

Have some fun, baking! You can save links, videos and posts to look at later ✕  
Ballyknocken House & Cookery School weekend! #IrishApplePieChallenge

Free apples for World Pi (Pie) Day 14th March!

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356301 people reached

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About the site: image and text

[Link to apple  
farm shops](#)

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# Shops

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## Apple farm shop 1



### Headline

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[Website.com](#)  
[Phone xxxxxxxx](#)

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## Castlefarm Shop

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Address: Narraghmore, Athy, Co. Kildare  
Phone: 087 678 5269

**Opening Hours**  
Wednesday 9:30a.m.–5p.m.  
Thursday 9:30a.m.–5p.m.  
Friday 9:30a.m.–5p.m.  
Saturday 9:30a.m.–5p.m.  
Sunday 10:30a.m.–5p.m.  
Monday Closed  
Tuesday 9:30a.m.–5p.m.



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## Ilewellyns Orchard

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## Website - general

IRISH APPLES PAGE - SEASONALITY

IRISH APPLES PAGE - VARIETIES

IRISH APPLES PAGE - PROCESS & STORAGE

IRISH APPLES PAGE - FRESH & CARBON FOOTPRINT



# Recipes

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## Homemade Apple Tart

### What you need:

225g/8oz Odlums Cream Plain Flour  
125g/4oz Butter or Margarine  
¼pt/150ml Cold Water (approx)  
4 large Cooking Apples, peeled, cored and sliced  
Sugar, to sweeten apples  
Icing Sugar, to dust (optional)

### How to:

1. Preheat oven to 200°C/400°F/Gas 6.
2. Place butter/margarine in freezer for about 15 minutes to harden.
3. Sieve flour into a bowl.
4. Grate hard butter/margarine into the flour. You may need a little flour on your fingers for this.
5. Using a knife, mix grated butter/margarine into flour. Add sufficient water and mix to a soft dough with the knife.

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