

Protecting the integrity of Bravo® with independent origin verification.

In 2026, Fruit West Cooperative extended its partnership with Source Certain for a further five years, continuing one of the world's first scientific origin verification programs for licensed horticulture products.



Source Certain independently verify that Fruit West ANABP 01 apples sold under the Bravo® brand originate from licensed Australian orchards, protecting the integrity of the brand and the investment behind it.

Addressing the risks

Bravo® is one of Australia's premium licensed apple brands, representing years of investment by growers, researchers and industry partners.

As the brand grows across domestic and international markets, protecting its provenance becomes increasingly important. Licensed production creates value, but that value depends on confidence that apples sold under the Bravo brand genuinely come from approved Australian orchards.

Documentation and traceability provide important information through the supply chain. Independent origin verification adds evidence from the fruit itself.



81 LICENSED AUSTRALIAN ORCHARDS

covered by the origin verification program

Verification program



Source Certain has established origin profiles for 81 licensed ANABP 01 orchards using forensic scientific analysis.



These profiles provide independent reference data against which Bravo apples can be tested.



Ongoing in-market surveillance enables the identification and mitigation of counterfeit apples in high-risk markets.



Source Certain provides confidence that apples sold under the Bravo brand genuinely come from approved Australian orchards.

Verification in action



ESTABLISH DATABASE

Origin profiles are created per orchard using trace element analysis.



VERIFY SAMPLES

Bravo apples are covertly purchased from retailers for origin testing at the Source Certain laboratory.



CONFIDENCE IN CLAIMS

Results establish whether fruit is consistent with a licensed Australian orchard of origin.

Rather than waiting for authenticity concerns to arise, the program provides ongoing origin verification, independent of product labels and paperwork.



Premium brands, premium outcomes



Provides independent, scientific evidence that Bravo® apples come from known and approved licensed orchards.



Gives Fruit West Cooperative greater certainty over the origin and authenticity of Bravo-branded apples sold in domestic and international markets.



Protects the integrity and commercial value of the Bravo® brand before authenticity concerns become exposure.



"The Bravo® brand represents years of investment by growers, researchers and our industry partners. Protecting the integrity of the brand is essential as we continue to grow in Australia and international markets. Our partnership ensures we continue to provide confidence that every ANABP 01 apple can be independently verified back to licensed Australian orchards."

Ann Lyster
Chair, Fruit West Cooperative

Work with Source Certain

Get ahead of risk with independent evidence.

Source Certain verifies where products and materials really come from, giving organisations greater certainty over sourcing claims and clearer evidence for confident, defensible decisions. Our targeted verification programmes fit into existing supply-chain processes, making it practical to verify what matters most before uncertainty becomes exposure.