

Marius du Plessis, ClemenGold CEO

ClemenGold to extend supply calendar

"The first ClemenGold fruit were harvested in week 22," says Marius du Plessis, ClemenGold CEO. "We're seeing limited volumes, but the quality is exceptional and completely adheres to the strict ClemenGold standards. The first batches are on the water on the way to international markets as we speak."

Despite the recent drought experienced over widespread parts of South Africa, figures released by the Citrus Growers' Association predict a marginal growth for the easy peeler category of the 2016 citrus season.



"The overall sizing seems to be normal," according to du Plessis. "But there are reports that certain production areas show a slight decrease in size. On the other hand the heat and drought have had a positive effect on the quality: the fruit should be fuller in taste and the slightly higher ratios ensure a better shelf life."

"As a group of companies which includes Du Roi, ClemenGold, Biogold and Citrogold, Indigo Fruit Farming and Naranja Packers, we are in a growth phase, investing in different premium easy peel products, as well as seedless lemons. Consumers are increasingly embracing more healthy eating habits, which naturally has a positive effect on the fruit market; and furthermore towards convenience, which proves positive for easy peelers and seedless varieties which portray the attributes we promote under our ClemenGold umbrella."

Up until 2014 the main import market for ClemenGold was the UK, but in 2015 Europe overtook this market as the biggest import market. Although the UK market has not experienced a decline in demand, Europe has seen exponential growth. The Far East and the USA are also growing fast

"At the moment ClemenGold is the market leader in the easy peel quality fruit category – not just from South Africa but also from our supply partners from Morocco, Spain, Chile, Australia, Peru and Argentina who realize the potential and value of marketing a premium quality product with guarantees on taste and consumption attributes," explains du Plessis.

"This is valid for all our import and retail partners: the value of ClemenGold is not just in the selection of the product, but also in the like-mindedness of the commercial partners (supply and retail). We have seen huge success with various retail partners that tap into the ClemenGold way, which is so much more than just supplying quality fruit."

The current ClemenGold supply calendar reaches over a period of 8 to 9 months, but they have some varieties which will be launched in the Southern and Northern hemispheres this year and in 2017 that will extend the calendar to 10 or 11 months.

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Publication date: 6/14/2016
Author: Nichola Watson
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