

Extreme drought and exceptional heat have positive effect on ClemenGold season

The 2016 ClemenGold season has just come to an end in the Southern Hemisphere. "The extreme drought and exceptional heat conditions experienced by the citrus growing regions of South Africa, leading into the citrus season, had a positive effect on the internal quality of the fruit," says Marius du Plessis, ClemenGold CEO.

"This season's figures reflect the huge success surrounding the marketing of a premium selection of mandarins. The main attributes for inclusion in the easy-peeling ClemenGold brand are: virtual seedlessness (a maximum of 5-10 out of a 100 fruit will carry a seed), and superior appearance and flavour - ClemenGold actually exceeds our clients' expectations." In terms of internal quality, ClemenGold fruit – at optimum maturity – adheres to a well-balanced sugar to acid ratio, high sugar levels (11% - 14% TSS) and moderate acid content of 0.8% to 1.4%.



According to the company, following extensive promotional programmes, the consumer increasingly and specifically elects to buy ClemenGold in the soft citrus category for its convenient easy-peeling and seedless attributes, and wait in anticipation for the start of the season. Feedback from retailers and consumers confirm that the ClemenGold brand-values (excellence, care, innovation, delight and convenience) resonate positively with fruit enthusiasts across the globe. Woolworths, who exclusively carry the brand in South Africa, recently honoured ClemenGold with The Difference Award for an Elevated Supplier Experience.

"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," says Du Plessis.

"We're also seeing that, whereas ClemenGold was once categorised as a late mandarin, clients are asking for ClemenGold right through the year. For this reason we've been developing new varieties with similar attributes, like the Leanri, to extend the season."

South Africa will hand the baton to the Northern Hemisphere when ClemenGold fruit produced in Morocco, Spain, Chile, Australia, Peru and Argentina become available on shelves, throughout Europe and all other main destinations, from January 2017.

For more information about this variety, visit www.clemengold.com

Publication date: 11/1/2016

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