

*Increase in citrus plantings and focus on quality drive demand***Reemoon launches first 4-line sorting machine in South Africa**

China's Jiangxi Reemoon Technology Holdings Co., Ltd. is celebrating one of the company's first sales of a 4-lane sorting machines in South Africa. The company has established itself in Limpopo, one of South Africa's main citrus producing regions, and targets the country's post-harvest fresh fruit and citrus markets.

Pieter Smit, Office Manager of Reemoon South Africa, explains: "We started to develop this market two years ago. The South African produce market is moving and expanding. Soft citrus production, also lemons, is growing and plantings are increasing. Traditional, mechanical machines do not work nicely with these kinds of products; they can cause a lot of injury to the fruit. That is why people are switching to more sophisticated sorting solutions. In addition, buyers in export destinations are increasingly focusing on quality. Currently markets that used to be less strict on this, including Russia and some Eastern European countries, are sending out memo's outlining the quality standards that they expect to be met. In order for South African farmers to secure their export volumes, they need to step up their game. Our external and internal quality sorting technology can help them do so."

Arrival of Reemoon sorting line in South Africa



Reemoon originates from a citrus growing region in China. Chinese domestic production is heavily affected by citrus greening disease and it is feared production could come down by as much as 30%. As such the company is switching strategy and eyes opportunities across borders in South Africa, South America and Europe.

The line will be officially launched during an open day in the fourth week of February. More photos can be found here:

<https://www.facebook.com/Reemoon-240863516301300/>



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