

Pieter de Keijzer, Eosta: "Volumes limited, customers extremely enthusiastic"

Ruby Valencia: An orange with the flavour and characteristics of grapefruit

Eosta has a true citrus novelty, albeit on a small scale, through its South African organic supplier: the Ruby Valencia. It was once known as a mutation of a regular Valencia tree in an orchard in Nelspruit, South Africa. This was then further developed commercially.

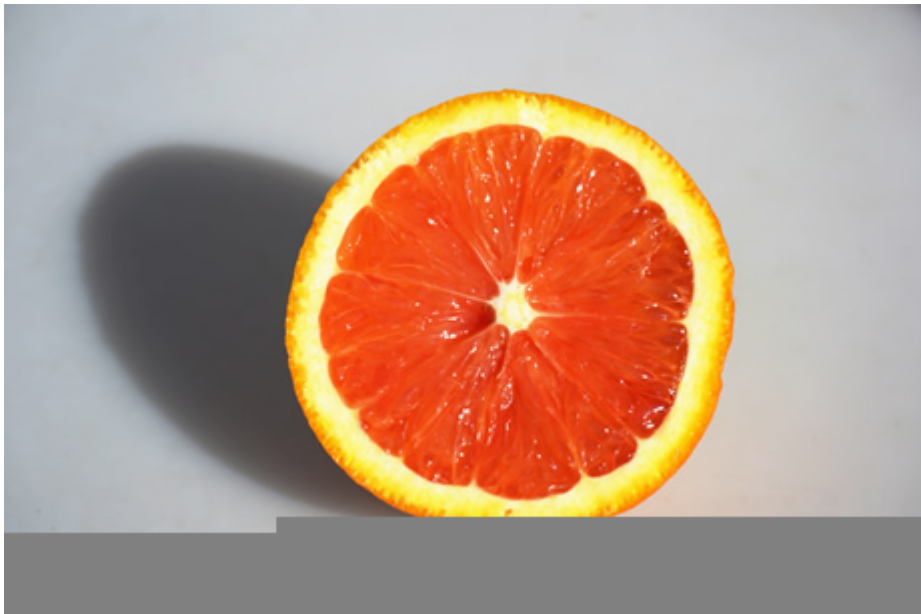


"Our grower, Groenheuvel, in Northern Cape, decided to plant this new variety on a small scale five years ago. We received our first shipment of 20 boxes three years ago. Last year we received a few pallets, and this year we have one container to distribute," says product manager Pieter de Keijzer.



"Volumes are limited, so that this variety isn't yet suitable for supermarkets, but organic supermarkets and specialist shops in Germany and Scandinavia are extremely enthusiastic. Last weekend we promoted it during a suppliers fair in Germany, and

responses were very good." Whether the Ruby Valencia becomes a real hit depends on the growers, according to Pieter. "If they go for it, it could definitely become great, otherwise customers will never really discover this citrus. I did some research, but I never found this variety elsewhere."



"We can see the potential in this, and are proud that our supplier had the guts to further develop this variety. When the trees are fully grown, we can supply this novelty for five weeks in future. Besides our good volume of 'regular' organic oranges, this is a very nice addition for both our customers and consumers," Pieter concludes.



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