

ClemenGold citrus sales growing fast in China

'After having successfully passed market tests on water borne transport last year, citrus fruit from ClemenGold has entered the market. They also obtained a very good reaction in terms of sales, with the market price showing a steadily increasing trend," says Ms. Xu, the representative of the Wo Nong Exporting Corporation in Shanghai.



ClemenGold producers at Wo Nong Exporting Corporation in Shanghai



ClemenGold citrus fruit has seen a rapid increase in its exports to China

"In fact, ClemenGold citrus has been selling well in overseas markets for many years now. According to reports, the brand name ClemenGold has been looking globally for manufacturing agreements and arrangements, including places like South Africa, Morocco and Peru. In the future we hope to supply during the whole year."



Consumers choosing ClemenGold citrus products

"The ClemenGold citrus fruit that we sell mainly comes from South Africa, where the usual production season is between June and September. We believe that the main advantage of South-African ClemenGold has two aspects. First of all, in terms of quality, the color of ClemenGold citrus fruits are bright, they have a pleasantly sweet taste, have no seeds and are easy to peel. Furthermore, in terms of output, South Africa with its ClemenGold brand is the largest producer in the southern hemisphere, which basically already guarantees a sufficient supply."



ClemenGold citrus producers and staff from the Wo Nong Export corporation taking a picture together

"Having a deep understanding of quality is key. In terms of quality management, we also have a yearly inspection of our South African production locations to understand the situation and coordinate them with our domestic distribution, besides the close cooperations with our South African exporters."



A large supermarket holding a promotional event for ClemenGold citrus fruits

"At the current stage, the ClemenGold citrus fruits so typical of our company mainly sell well in regions in eastern China and Northern China; but we have expanded to a few developing markets in the country to cover both channels of wholesale and regular sale. Simultaneously, we are also actively engaged in a series of online and offline activities, in order to realise solid online and offline selling channels. Regardless of improving the brand awareness of ClemenGold, we still help to increase sales by our clients and try to enhance our overall effectiveness. Our products sell best in Eastern China. This is first of all because we are located in that region, especially because the major growing second tier cities in Zhejiang province are an advantageous channel, and there is an abundance of market experience and resources. Secondly, the consumption capacities of the consumers in Eastern China are strong, especially when you take into account that the market price of ClemenGold citrus fruits is higher than other citrus brands from South Africa. "



Natural sweet ClemenGold citrus

"We have a strongly positive view on the future development of ClemenGold citrus on the Chinese market. In comparison to last year, not only have promotions of ClemenGold grown in number, but we also saw a substantial increase in imports. This explains why our citrus without seeds, with bright colors, with sweet taste and lots of juice is already being recognized by consumers. We will continue to put effort into expanding the market for ClemenGold citrus, and we hope to join hands with all kinds of large online commercial platforms and sellers to allow more consumers a taste of our unique citrus."

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