

China welcomes first Joy Tree oranges from South Africa

A crowd gathered at Guangzhou Wholesale Market on the 10th of July to purchase Joy Tree oranges from South Africa. This is the first shipment of Joy Tree oranges to arrive in China this year, and the oranges are quite popular with Chinese consumers. The oranges have an excellent sweet and sour taste, are rich in vitamin C and their product quality is very high. That is why these oranges are popular with Chinese consumers. The first shipping container was sold out within minutes of its opening.





Processing factory for Joy Tree oranges from South Africa

Joy Tree has established a specialized team for direct overseas purchases under the guidance of the global strategy of the Joy Wing Mau Group. The team personally visits orange orchards in South Africa to closely examine the product quality of the oranges. The team supervises the entire supply chain from the orchard to the processing factory where the oranges are selected based on their product quality, packaged, and then prepared for export.

The specialized team strictly controls product quality and guarantees that every step of the production process meets the requirements. At the same time, the method of direct purchasing from overseas orchards reduces the time it takes the oranges from orchard to supermarket shelves. That means the Joy Tree oranges are very fresh when they enter the Chinese market.



Joy Tree oranges from South Africa arrive in China

The first shipping container of Joy Tree oranges that arrived in China this year was produced in the north of South Africa. The oranges in the north of South Africa ripen slightly before the rest of the oranges from South Africa. In this area, the temperature differences are great and sunshine is abundant. These conditions are beneficial for the flavor of Joy Tree oranges. The oranges are seedless and leave little pulp when squeezed for juice, which is exactly what Chinese consumers are looking for.



Joy Tree orange orchard in South Africa

Source: Joy Wing Mau Group

Publication date: Wed 15 Jul 2020

