



South African Valencia orange season starts

Jupiter Group, a global fresh-produce grower and supplier are now harvesting Valencia oranges on their Maswiri farm in Limpopo, South Africa.

Their Turkey Valencia oranges have enjoyed the typical climate found in South Africa during this time of year, which has provided a natural colouration.

Jupiter Group have reported that the sizing of the forthcoming crop is excellent and the internal readings are also looking good.



Well balanced oranges

Alongside providing their premium Class 1 oranges, Jupiter also recognise the increasing demand for juicing fruit which they also provide.

Popular in fruit bowls and as a juicing orange, Turkey Valencia's have a moderately thin rind which is mostly smooth with good colouration.

The balance of high sugar and acid content within Turkey Valencias provides a rich flavourful taste, and the fruit generally benefits from an attractive light-orange flesh and soft textured segments.

Jupiter's Head of Sales Gareth said: "As it is still fairly early in the season, we have exported limited volumes over the last two weeks to our customers in Bangladesh, India and the Middle East. We're amongst the first to harvest Valencia oranges in South Africa so are well positioned to add value into the market and anticipate that our main varieties will begin in another two to three weeks.

Jupiter's fruit is known for its premium quality, good size and superb taste. Our citrus fruit is handpicked by our team at the optimum time to preserve the condition and taste ahead of being packed for our global retail customers.

We look forward to another successful harvest and maintaining our high-quality standards as the season progresses."

For more information:

Jupiter Group

www.jupitermarketingltd.com (<http://www.jupitermarketingltd.com>).

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