



Sri Krishna – Fruitful Global Interest from India in South African fruit more than doubles



Every day he gets five or six inquiries from India about South African fruit, says Sri Krishna, founding director of Paarl-based Fruitful Global which he set up after 26 years in the trade in India and Singapore.

Fruitful Global supplies South African apples, pears, citrus, and exotics like cherries, blueberries, and litchis widely into the East: India, Turkey, China, Hong Kong, Singapore, Malaysia.

Possibly, he adds, oranges to Japan as well this year.

“We are trying to start in Tanzania very soon with avocados,” Sri says.

Fruitful Global does not, yet, source avocados from South Africa. A new exporter on the South African scene, they've been steadily adding to their portfolio.

Introduction of Fruitful brand



Strong demand is the reason that he wants to stabilize with a Fruitful brand from Fruitful Global in South Africa.

South Africa has exported more than 2.5 million boxes of apples and pears to India, and the demand is increasing year on year, he says.

"Apple varieties such as Royal Gala, Flash Gala, and Top Red have remained favourites, while for pears, Packham Vermont Beauty, and Forelle have ruled over consumer palettes."

"Interest in South African fruit is double, even more than double, the interest last year," he says, particularly for mandarins, Valencia, and Midnight oranges.

In-transit cold protocol aids trade



Last year the government of India approved in-transit cold treatment for South African apple and pear exports to India, he says.

"The advantage of cold treatment of the products in transit is that better quality and fresher fruit arrives at the destination country.. The easing of the cold protocol has really been helpful," he observes.

This past December, Fruitful Global exported litchis to Turkey. For the next litchi season trade with retail clients in the USA, Canada, and Europe is on their agenda.

Logistical problems and delays remain challenging: he has just had a container arrive in India after 35 days on the water.



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