



"ClemenGold South African mandarins on the market, volumes greater than the same period last year"

Imported South African mandarins arrived on the market in early June. It is understood that this season's production has increased, and the import volume at the beginning of the production season is greater than that of the same period last year.

Qinguo Import & Export Trading Co. Ltd in Guangzhou mainly deals in South African mandarins under the ClemenGold brand. It is reported that the final ROS of ClemenGold mandarins represented by Qinguo ranked high among the agents in the Chinese market last year. "Due to the increase in production this season and the satisfactory performance in the Chinese market last year, this year Qinguo's imports of ClemenGold mandarins will increase by 60% compared to last year," said Ms. Lily Chen, Product Manager of Qinguo South African mandarins.



"Our main mandarin variety, Nadorcott, will arrive in mid-to-late July, and the current arrivals are mainly Nova and RHM (Royal Honey Murcott). Judging from the arrivals, the current Nova variety has a slightly sour taste and the price is relatively low; the RHM taste is relatively good, and the sweetness and taste of incoming arrivals will be ideal.

"ClemenGold and Sweet C South African mandarins have arrived. The first container price of Sweet C this year is roughly the same as last year. After the pandemic, the market's demand for fruits rich in vitamin C has increased, which is especially good for South African mandarins."

Regarding the market outlook, Lily said: "As the production season starts, we are confident in the quality of the incoming arrivals and market demand, and the price this year is not expected to fluctuate too much. Therefore, as long as the quality of fruits remains stable during the production season, we have confidence in the market. "



In order to promote South African mandarins, Qinguo will launch a series of activities: First, on July 15th, there will be a themed car parade in Guangzhou with the theme of "ClemenGold, Your Language of Love" including giveaways, fruit tasting, and juice tasting; after that, parent-child activities will be held in Zhengzhou and retail stores; online cooperation will be with "Pupu". In addition to supplies, a series of online promotion activities will be carried out. On the wholesale market side, Qinguo has sales teams in Guangzhou, Shanghai, Gaobeidian, Jiaxing and other wholesale markets, and will deliver fruits on a daily base to obtain more ideal market prices.



In addition to South African mandarins, Qinguo also sells "2PH" brand Australian mandarins. "This year, the price of Australian mandarins is relatively high, and the taste is ideal." Lily outlined the current preliminary situation.

Guangzhou Qinguo Import and Export Trade Co., Ltd. will participate in the "International Fruit Expo" held in Guangzhou on September 1-3, and the "Asia Fruit Logistica" held in Hong Kong on September 6-8. We welcome all to the booth.

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Publication date: Fri 14 Jul 2023

