

Clemengold marks 20 years of success in South Africa

In 2023, ClemenGold, a distinguished mandarin brand, celebrated two decades of success, demonstrating the value of fruit branding in the competitive citrus sector. Nico van Schalkwyk, a marketing executive at Fruitalyst, shared insights into the brand's sustained success amidst a challenging global economic climate. "Quality will always sell. This goes for any product that has a good brand and delivers on the quality promise," said Van Schalkwyk, highlighting the importance of strategic marketing and the right market placement for achieving positive returns.

Van Schalkwyk also touched upon the challenges faced by the local market due to port bottlenecks in 2022, but noted a subsequent price recovery. He addressed concerns over rising Nadorcott volumes, positioning them as advantageous for ClemenGold, which commands a premium due to long-term brand investment.

Looking forward, Van Schalkwyk anticipates a circular economy, attracting more farmers to the ClemenGold programme for its superior returns, thereby fostering a structured marketing environment and securing premiums for producers. He concluded by acknowledging the increasing production costs but remained optimistic about the brand's continued success.

Source: farmersweekly.co.za (<https://www.farmersweekly.co.za/agribusiness/agribusinesses/how-clemengold-manages-to-stand-out-in-a-crowded-market/>)

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