exporting approximately 60% of this. The main market destinations are the UK (60%), Holland and Germany (30%) with the balance going to markets in Russia, China, Middle East, Mauritius and Canada.

Citrogold and the Prestige Mandarin Growers (all South African growers of Nadorcott and two other late mandarins selections called Mor and Or) are planning to focus more resources into the enforcement of the quality standards and also at ensuring that no illegally produced fruit gets sold in the marketplace. "Premium quality fruit also requires premium marketing and thus it is important to supply receivers that share our philosophy. SanLucar is one of our largest receivers in Continental Europe and their inputs regarding the quality requirements of the European clients are invaluable," added Van Rooyen.

"ClemenGold® has a fantastic appearance and eating quality, the consistency and virtually seedless flesh encourages consumers to repeat purchase this product. ClemenGold® has provided the market with a variety upgrade to meet consumer expectations. It has an important place within our range supporting quality objectives for our pillar brands such as Jaffa & Finest. This season ClemenGold® has been part of our Select Variety strategy to delight customers," says David Alba, Tesco Citrus Technical Manager in the UK.

The Nardorcott fruit was discovered by Mr El Bachir Nadori and was selected from a population of Murcott seedlings planted in 1964 at IRNA experimental station near the village of Afourer in Morocco. Nardorcott was selected due to its ease of peeling and reddish rind colour when compared to Murcott and it was later discovered that seedless fruit were produced when no pollination occurred. Nardorcott was introduced to South Africa in 1995 and only released to growers in 1999. While the patent for ClemenGold® belongs to Citrogold, the Nardorcott Protection Company retains ownership of the Nardorcott plant material. The trees are high yielding and the fruit is medium sized (60 – 70 mm diameter), slightly larger than Clementines and Novas but smaller than Murcott. Consumers are rewarded with its unexpected juicy sweetness and brilliant deep orange internal colouring.

The co-ordinated marketing strategy for fruit under the ClemenGold® brand also extends to the South African domestic market as Indigo Fruit Farming is licensed to market ClemenGold® branded quality fruit exclusively to Woolworths, one of South Africa’s premier supermarket chains. A common complaint from South African consumers is that the top quality fresh produce is exported, and that they seldom have access to the country’s premium products. “The current programme to Woolworths makes the best branded citrus fruit available on the local market. The programme after three years has a growing avid group of consumers that cannot wait to buy their ClemenGold® fix on a regular basis,” explains van Rooyen.

As part of Naranje and ClemenGold®’s social responsibility programme, approximately 100 tons of fruit is donated to nursery schools and to our own staff annually," added van Rooyen.