

GREEN

GREENMED
JOURNAL



NEVER ENDING SEASON
Tomato market,
new varieties' storm

- TABLE GRAPES
- COUNTRY. Spain
- FOCUS. Cold chain
- Euromed business
- PORTS. Damietta
- IMMIGRATION



THE MEDITERRANEAN
FRESH PRODUCE MAGAZINE
BIMONTHLY

Published under the Patronage of
UNIDO AND CIHEAM

04/2006
July/August

MED

journal



A still little though very innovative production from China at the conquest of the most high-value markets such as the UK. The first avanguards of kiwi traders from South Western China are taking positions in retailers' choices

TESCO LIKES CHINESE KIWIFRUIT

On worldwide kiwi production, most important positions are occupied by Italy (with a yearly average production of about 430,000 tons), New Zealand (325,000 tons) and Chile (with about 145,000 tons). Regarding markets, New Zealand is the first exporter, with about 298,000 tons of exported production, followed by Italy and Chile. In worldwide statistics, China as a producer is like a "black hole" and is a small exporter with 8,500 tons sold abroad (FAO-STAT, 2004).

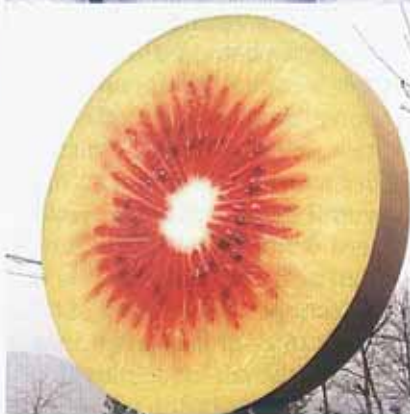
Nevertheless the Chinese giant is moving forward also in the kiwifruit field. Many vanguard companies are researching new varieties and started exporting them all over the world, including Europe and the big high-value markets such as the UK in particular.

Green Med Journal met Daniel H. Chan, international marketing director of Sun Rising, a company based in Hong Kong but managing large areas of kiwifruit cultivations across South Western China. During his study-trip to Europe we asked Mr Chan to explain Sun Rising's business as far as kiwifruit is concerned.

"Our business is based in Hong Kong. It started as a family business 40 years ago with all fruits and only China market. Then we started export and development of production, packaging, logistics,



Mr Daniel H. Chan, international marketing director of Sun Rising Ltd of Hong Kong. The company is specialized in kiwi and is launching the new Red variety



etc. For our business we focused our activity on litchi (from all China) and kiwi (from South West of China). In the whole China kiwi crops cover 10,000 hectares. Several years ago we began the local selling in China while 3 years ago we started exporting to Middle East (Dubai), European Countries (UK and Holland) and Japan".

- How many people is working for your Company?

Chan. "Twenty people in Hong Kong, one hundred people in the whole China, especially in packing houses based in the South of China

for the Litchi industry.

Now we are setting up one new packing house in Sichuan for the red kiwi. As far as our business is concerned, one problem that we are trying to solve concerns the situation with logistics, cold chain in particular. We have our own refrigerated containers: we are working with 50 containers and the number is increasing".

- What product do you actually bet in?

Chan. "Top level red kiwi. We already export red kiwi also to Tesco UK. It's a special variety with a beautiful red color inside, rich of vitamins and antioxidants. Red kiwi is the result of 20 years of experience, it is not genetically modified and it is very good to eat. We have a trademark registered and these marketing names for kiwifruits: Sunrising Red, Sunrising Gold, Sunrising Green and Cangxi Red already known in the Far East market to be fresh and good quality. The Sun Rising delegation, in which there were three members of the Academy of Science kiwi specialists, visited some farms in central Italy last July and in particular they were interested in the Italian Kiwigold business".

by GMJ staff