

Novelties at Asia Fruit Logistica 2013

GlobalHort (China)

Founded in 2006 by a group of New Zealand shareholders, GlobalHort is based in leading kiwifruit-producing region of China (Shaanxi province). The company has three kiwifruit orchards, a post-harvest packhouse and cool-storage facility and sales offices in China's largest cities, Beijing, Shanghai and Guangzhou. In endeavoring to develop a vertically integrated fruit production and distribution model, GlobalHort is currently enjoying local government support to establish operations in Yangling and Mexican counties, close to the city of Xi'an.

Mission Produce of United States and Avanza of New Zealand

Mission Produce of the United States and Avanza of New Zealand shared at stand at the show. Both the companies are a major Hass avocado shippers and marketers in their respective countries, the two companies are strategically aligned to build demand for the category in Asia.

"Global demand for the Hass variety is already beginning to outpace supply," said Mission's director of sales Ron Araiza. "California, New Zealand, Mexico, Peru and South Africa all have their seasons for



quality fruit. The purpose of our partnership with Aranza is to source the right fruit from the right origin at the right time in order to deliver the quality avocados to meet the Asian market requirements."

Macro Plastics (US)

According to vice-president of sales Wendell Smith, Macro Plastics is the world's largest manufacturer of plastic bins. "Depending on the application, our bins are quite competitive with wood," said Smith. "Citrus is especially attractive as you 'turn' bins several times a day bringing fruit in from the orchards, whereas apples are typically single use as the bins are stored long-term before packing. Plastic bins also have none of

the microbial issues that are inherent in wood." Smith said that Macro Plastics is just beginning to penetrate the Asia-Pacific market for its products. "We're already in New Zealand and Australia and are targeting Japan, Thailand, Malaysia and the Philippines all have good potential for fruit and vegetables as well."

Apollo (New Zealand)

New Zealand grower-exporter Apollo promoted its new apple variety Honey Glow at this year's ASIA FRUIT LOGISTICA. It also conducted taste tests for its range of Honey Glow juices, which includes flavours such as Apple/Feijoa and Apple/Pear. "Honey Glow is a sweeter apple tailored towards Asian consumers," Apollo director Ross Beaton said. "While it's a premium apple, we are positioning it in Asia at a mid-range price, bringing consumers some value. Our juice range is single-pressed, meaning it is bottled as it is out of the press, without the addition of preservatives or extra sugars."

Holland Fresh Group (The Netherlands)

Ger van Burik from Holland Fresh Group says that past 12 months saw the Netherlands break new records for



onions, with the country exporting over 1bn kg of the product. "The Netherlands has the efficiency and expertise to produce high yields and deliver to customers around the world, which means we have been able to increase our business in Asia," Van Burik said.

Reybanpac (Ecuador)

Ecuador was one of the flavours of ASIA FRUIT LOGISTICA this year, with a number of exhibitors from the South American country making their first appearance at the trade show under the Pro-Ecuador pavilion.

Monica Molineros from Reybanpac, a banana exporter based in Guayaquil said, "We are shipping an average of five containers per week to China, and 15 containers to Japan. We already have a strong presence in Asia and are now looking to grow this through opportunities like this show."

NH Trading (Korea)

Part of the K-Apple Corporation, NH Trading was established in 1990 with the help of Korean government investment. Its main products are apples, pears, melons, strawberries, persimmons and mushrooms. Glen Kim said, "apples and pears have been generating the most interest. We've had visitors to our stand from Taiwan, the US, China, Canada, Singapore, Malaysia and the UK."

He said. "Ahead of the Moon Festival, NH Trading is putting significant effort into its melon business with a 4kg gift-pack musk melon promotion in 50 of Hong Kong's Wellcome stores."

Beachside Produce (US)

Beachside Produce headquartered in Guadalupe, California near Santa Maria is one of the major grower-shipper-exporters of broccoli from the region. "We also farm in desert during the winter as well as in Mexico on seasonal basis," explained export sales manager Derrick Stinnett. A veteran exporter of the California produce industry, Stinnett



recently joined Beachside Produce to oversee expansion of its programme for direct sales to Asia.

"Our produce has traditionally shipped through US-based export trading companies but we are moving more toward direct supply programmes for the future. Exhibiting at ASIA FRUIT LOGISTICA assists us in getting the word out about where we are headed as a company." Beachside also supplies iceberg lettuce, celery, hearts of romaine lettuce, artichokes and strawberries.

Zespri (New Zealand)

Single-desk kiwifruit marketer Zespri used ASIA FRUIT LOGISTICA to help increase consumer awareness of its recently commercialized gold variety Sun Gold, along with other new varieties such as Charm. Zespri's market development manager for Hong Kong, Jenny Chin, said this year's event assisted with market penetration in Asia. "We have had lots of enquiries about our new varieties. Asia is an important market for our company, so it's important we have a presence here to help build our profile."



Chilean Kiwifruit Committee (Chile)

Since March 2009, the Chilean Kiwifruit Committee is managed by producers and exporters throughout the country. Its presence at ASIA FRUIT LOGISTICA marks the diversifying markets in Asia for the Chilean kiwifruit, with China registering the rapid growth as an export destination for the past three years, followed by Korea, Russia and Brazil.

"We are currently working hard on improving the quality of our kiwifruit in terms of sugar levels, size and yields, and educating importers in markets not aware about the kiwifruit's proper ripening methods," said the committee's president Carlos Cruzat. "This ensures the consumer has the best eating experience possible and helps bring repeat purchases."

North Bay Produce (US)

North Bay Produce stand at USA pavilion presented washed and ready-to-eat fresh blueberries encased in modified atmosphere 'snack-packs'. "These are great for school lunches or after-school snacking," said president Mark Girardin. "Parents every where in the world are always looking for healthy foods for their children and we believe we've a convenient answer."

Fresh Produce Exporters' Forum (South Africa)

South Africa's Fresh Produce Exporters' Forum (FPEF) was also present with 30 of its members sharing space on a pavilion funded by the industry with support from the Western Cape Government. "We've changed the design of our stand for better flow this year, and there's been a big buzz with lots of buyers coming by," said Anton Kruger, CEO of FPEF.

He added, "Our industry realises the importance of Asia and the need to be more visible in these markets and increase awareness. FPEF introduced a meeting scheduling card this year allowing buyers to leave details at the stand of which companies they wanted to see and will be interested in future. The scheduling card is something new we introduced this year and it enabled us to optimize the meeting time for our members."

Pedregal (Peru)

Leading Peruvian table grape shipper Pedregal again promoted its Red Dragon brand at the Peru pavilion. Jessica Larovere said, "It was great to be part of bigger Peruvian presence at the show. Peru is becoming more and more important as a supplier for the Asian markets."

She said, "It's not only grapes that Peru is supplying now, we have other products such as avocados, citrus and mangoes. With buyers in Asia becoming more confident in Peruvian produce, the trade will keep growing."

Sedigep (Cyprus)

Sedigep became the first exhibitor from Cyprus. The group has around 1,600 growers from all over Cyprus among its members, and is involved in packing and exporting mainly fresh citrus, table grapes, potatoes and pomegranates. The organisation currently markets two brand names, Cyprina and Taste Me.

BFV (Belgium)

Belgian exporter BFV, which has enjoyed significant growth in shipments of its pears to Asia since the recent opening of the



Chinese market. The company launched a new red-skinned apple called Joly Red. This variety is visually something along the lines of Jonagold or Jonagored, but it's sweeter and therefore more in tune with the tastes of Asian consumers," commented business development manager Marc Evrard.

Apofruit (Italy)

Italian fresh produce company Apofruit Italia unveiled a new brand for kiwifruit called Solemio. The company is seeing growing demand for the fruit in a number of Asian markets and, according to export sales manager Renzo Balestri, "the time was just right to refresh its brand identity for fruit sold to the region. We expect to begin marketing the new brand in time for the start of the new season in just a couple of months' time."

Anhui BBCA International (China)

Import manager of Anhui BBCA International Sophie Wang said that this international trade show is the ideal platform for the Chinese importer to grow its business.

She said, "We are experienced in distribution, but many exporters may not know our company and therefore, this show allows us to build our reputation, find new partnerships and for exporters to tap into our established distribution network."



The company's primary fresh produce imports are kiwifruit, grapes, blueberries, cherries and apples, and it is currently developing its own brand name to make its produce easily identifiable for consumers.

Guiver (Spain)

"We're looking to expand into Asia and this show is the ideal place to start," commented Román Guillén García, whose trading company Guiver Fruits exhibited for the first time in 2013. The group is based in the southern Spanish region of Murcia.

Via Tierra Organic (US)

Mary Ramos from Viva Tierra Organic said, "The Asian market for organic produce is growing by 10-15% annually. In the past Europe was the primary export market for us but that's changed completely as Asia is our largest market now. We're now supplying full container loads by ocean with less air freight every year."

Viva Tierra mainly ships apples, pears, cherries and onions to its Asian clients. Formally known as CF Fresh, the company officially adopted the name of its primary brand Viva Tierra last April. ♦

