


New Zealand's kiwi marketer Zespri sees China as one of its most important growth markets and expects the Asian giant to become the second largest market within 10 years for sales, stuff.co.nz reported. 

Quoting Zespri's CEO Lain Jager, the report said that Zespri sales in China have reached NZD 100 million (US\$ 75.36 million) this year, compared to around NZD 10 million five years ago.

Zespri expects to sell 7 million trays of green and gold kiwi this year and expects that number to grow to 9 million next year.

"China is enormously important to us," Jager is quoted as saying. The Chinese market accounts for a third of Zespri's worldwide growth.

Sales currently center around Zespri's green varieties but gold kiwi is also expected to grow in the short term. The company has focused its marketing on food safety procedures and premium quality.

Source: www.freshfruitportal.com