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## ARC to launch new range of cultivated indigenous citrus, deciduous fruits in Germany

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**T**he Agricultural Research Council (ARC) will, next week, launch its new range of cultivated indigenous citrus and deciduous fruits during the twenty-seventh Fruit Logistica International Trade Fair, in Berlin, Germany.

The ARC will be among 25 businesses and research institutions that will showcase South Africa's fruit and vegetable export capabilities at the South African Pavilion that will be hosted by the Department of Trade and Industry (DTI).

ARC CEO Dr **Shadrack Moephuli** says that participating at Fruit Logistica will provide the ARC with a platform to execute its mandate of promoting agriculture and related industries, contributing to natural resource conservation and alleviating poverty and hunger.

“One of the ways of achieving this is through the unveiling of our newest range of cultivated fruits to international buyers and agents that will be visiting the trade fair. Our new cultivated fruits set for debut at Fruit Logistica range from the ‘Eureka’ Seedless Lemon, which is the first and only commercial lemon variety; the ‘Valley Gold’, which is a late

maturing mandarin, selected for its attractive appearance and excellent flavour; the 'ARC 'Nadorcott' citrus fruit, which contains [fewer] seeds; and the 'Cheeky' red plush pear variety," he points out.

Moephuli adds that the development and launch of these fruits is a direct response to the demand for fruit that ripens at a time when there is an opening in the market and matures very early or late in the season. 🇿🇦

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