



Italian kiwi, production rebounds

With about 373,000 tons of green pulp kiwi, Italy enjoys a return to more normal levels, even though it is far below the country's potential.

World kiwi production has grown compared to 2017, a truly difficult year, but less than expected and still below the figures we were used to. And Italy is no exception in this. During the IKO 2018 meeting, held this year in Bordeaux, France, data regar-

ding production estimates for the 2018/2019 season emerged. Omitting yellow-fleshed kiwifruit (exclusively controlled by consortiums and with very different marketing from Hayward), in the Northern Hemisphere (excluding China), the supply could reach 732,000 tons, 6% more than last year, but 3% below the 2014-2017 average. Portugal is the only country in which there is a fall in output, while Greece's production is flat. Italy returns to more normal levels (about 373,000 tons of green pulp kiwifruit), albeit well below the country's potential. Estimated growth is 13%, but the volumes are still 16% lower than the average production of the previous four years.

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» Kiwiny the best of Veneto's organic kiwi

The best organic kiwi from Veneto is called Kiwiny. «Our brand was founded in 2013 as the next stage of development of our family business. We started out in the mid-'90s with our first kiwi plants and have always maintained the principles of organic and sustainable production. As our motto is 'kiwi to eat, kiwi to drink', we launched a line of kiwi-based transforms including jams, smoothies and juices. This required the creation of a brand to distinguish the company,» said marketing director Philipp Breitenberger. The company markets annually about 1,000-1,300 tons of organic kiwis and aims to reach 2,000 tons within the next three years. The Kiwiny line of products features kiwi pulp smoothies which come in three flavours: 'Pure' flavours, with 80% kiwi, 'Red', with kiwi and apple, and 'Yellow', with kiwi and pear. The line also contains three jams with the same range of flavours and four summer juices, which combine kiwi with classic flavours such as apple, pear and banana or exotic notes of coconut, pineapple and spicy ginger. Around 80% of the firm's products are exported, of which half goes to Europe. The rest is exported overseas, despite the various phytosanitary barriers. Founded in Giavera del Montello (Treviso) by two local brothers and agricultural entrepreneurs, Manuel and Philipp Breitenberger, Kiwiny has 10 hectares of organic production where two types of kiwifruit are produced, Hayward and Soreli Gold, without use of synthetic chemicals and respecting the requirements of organic certification.



» Agricolli Bio focuses on Agro Pontino organic kiwi

The Agro Pontino kiwi is the flagship product of Agricolli Bio, a company with six years' experience in the field of quality organics. General manager Alexander Feulner said, «Our average annual kiwi production is around 8 million kg and we produce it directly ourselves. We also handle other companies' products, such as apples, pears, aromatic herbs and citrus from Sicily. We have a project involving 89 Peruvian producers to import ginger and turmeric and sell it on the European markets.» The firm's 100% organic production is mainly exported to Germany, Austria, Switzerland, Denmark, Sweden, the UK, and in lesser volumes, to Spain and Greece. The company supplies large chains, such as Lidl and Penny, and offers a wide range of dried products. Established in 2012 in Sezze (Latina), Agricolli Bio specialises in the production and marketing of organics, especially green and yellow kiwis, as well as different types of fresh and dried fruit, rhizomes and tubers from Peru, and stone fruit, apples, pears, grapes, exotic fruits, vegetables and herbs.

» Jingold starts marketing red kiwi

Despite an estimated increase in volumes of 20%, Jingold managers believe that there is still a lack of Italian green kiwi compared to normal years. This means that Italy's productive potential has not yet been reached. As for the yellow kiwi variety supplied by Jingold, volumes will also be up 20% from last year, a clear demonstration of the firm's intention to increase exports of its star variety: Jintao. In both cases, the good news is that there will be more fruit and larger sizes than last year.

The big news for this campaign is that Jingold has started marketing Italian red kiwifruit, with harvest starting in October. This product has aroused great interest in European markets due to its extreme sweetness and unique tropical aftertaste. Sales manager Federico Milanese said, «We expect a great season from this innovative variety, which has been especially successful in the segment of younger consumers and children.» Milanese hopes the first shipments will soon be sent to overseas countries such as China, with the firm already having set up an office in Shanghai. The red kiwi «Oriental Red, Dong Hong variety» adds to the wide range of varieties already offered by Jingold. Its green kiwi range includes Hayward, Boerica, while its yellow kiwi range includes the successful Jintao and Jinyan varieties. Jingold also offers organic kiwi. «Kiwi is not a commodity. The fruit can be chosen by the consumer according to their specific preferences, and our promotion plan is aimed at communicating this fact,» said Milanese.

