

European kiwifruit growers

anticipate another good campaign



ITALY

Alegra

New premium range of green kiwi

With an estimated production of 45,000 tons on its 2,300 hectares, Alegra represents about 12% of Italian kiwi production. Thanks to its structure, it consistently supplies quality product with optimal parameters and harvested, never early. Yellow kiwi is growing strongly and red kiwi is also of great interest, which produces and distributes the variety on behalf of Jingold. "This year, 2,500 tons of product will be dedicated to our premium range distributed in bulk or in 500g packs under the Valfrutta brand, the group's premium division: green kiwis, of excellent size, with high Brix degree and high percentage of dry substance. The idea behind the project is to recover the true authentic taste of the Hayward kiwi," said Rita Biserni, foreign marketing manager. At the basis of the system are two winning factors: first, there are the members of the cooperative, who operate on common lines of quality and certification standards; second, there is the technology, such as the automated system of Castel Bolognese, where the kiwis are selected and classified according to their characteristics.