

## "Great opportunities for Italian blood oranges in the Chinese market"

"Italian blood oranges enter the market in early February if the weather conditions are regular. The oranges are ready for transport to China in March. Sicily produces two main orange varieties for export, the Moro blood orange and the Tarocco blood orange. The Moro blood orange has more anthocyanidin than the Tarocco blood orange, and the fruit flesh and fruit peel are more red because of this. The Tarocco blood orange contains more vitamin C and has a higher nutritional value." This is according to Mr. Chen Wei of the Italian Foreign Trade Committee.

"Italian oranges have a great market advantage in China compared with oranges from other countries. This is mainly because Italy is one of the largest orange producers in Europe. The unique geography and excellent weather make Italy perfectly suitable for orange production. Italian oranges lead the market in product quality and flavor. Italian oranges are rich in nutrients, which are also the source for the unique color of the orange fruit flesh, orange peel, and orange juice."

"China and Italy signed the "Treaty Between the Chinese General Administration of Customs and the Italian Ministries for Agriculture, Food, and Forestry, and Tourism Concerning Quarantine Requirements in the Transport of Italian Fresh Food to China" on March 23rd, 2019. Signing that treaty opened the way for Italian blood oranges to the Chinese market via sea transport and air freight. During a visit to Palermo, Chinese president Xi Jinping told the President of the Italian Region of Sicily, Nello Musumeci, that he hopes this treaty between the two parties will help the Italian Region of Sicily to further expand the export of excellent agricultural products to China."

"The Italian government has put emphasis on the promotion of Italian blood oranges in the Chinese market since the treaty was signed. They will implement a series of online and offline activities for the promotion of Italian oranges in China in early 2020. The harvest of





blood oranges in Sicily begins in January and lasts until April. The Italian Foreign Trade Committee (Italian Government Organization) will also make investments to invite Chinese importers and media to Italian orchards where they can engage in face-to-face discussions with Italian producers. The committee will provide some funding for plane tickets and accommodation as well as pick-up and drop-off in Italy, and catering."

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