First South African Royal Gala apples arrive on the China market

Detail Introduction :

CapeFive, in cooperation with Pagoda, are welcoming this year's first arrival of South African Royal Ga in to the Mainland China market. The container arrived in the Port of Shanghai last Wednesday. After clearance process, the apples have been on sale in Pagoda's chain stores across China since last wee Warmly welcomed by Pagoda customers, the first batches were sold out soon.

The apples originate from the Free State province in South Africa, well known for its early variety app South Africa's Fuji crop will follow.

Wynand Viljoen, Purchasing Manager at CapeFive, comments enthusiastically about the upcoming se "We started the season with Royal Gala which will be available from shipping in week 6 through to ar August. We have started packing Fuji this week and this will also continue with arrivals up to Septemb are shipping to Nansha, Shenzhen and Shanghai. The shipping destination is primarily determined by logistics challenges and the route that allows the most efficient route to market."

Wynand continues: "To China market, the most common packaging will be in telescopic 18kg boxes, v packed from a count 80 through to a count 216. The apples are characterized by excellent eating qua crunchy with high sugars. Especially the newer strains are also characterized by high color and excell cosmetic quality."

“Our cooperation with Pagoda has been smooth and happy so far. As the pioneer to promote SA app China market, Pagoda has a good knowledge about SA apple and performs very professionally in the sales. Especially this year, with lower commercial rates of China domestic apple, it would be a great opportunity for both of us to expand cooperation and increase market share.”

Wynand says: "From a volume perspective we expect a normal year with some growth. We do howev good opportunity to grow our volumes in China, especially in partnerships with companies like Pagod Global logistics remain under pressure, exacerbated by inefficiencies being experienced at South Afri ports. "We are facing several challenges this year. In addition to logistics, the situation in Russia with s and limited shipping opportunities will have several knock-on effects, and the current COVID challeng China are all situations we will have to overcome this year", explains Wynan. "Amidst these challenge see an opportunity to grow our market share in key areas and to showcase our quality to, especially, markets in Asia. South Africa is geographically favorably situated to weather these challenges and inc our share and value to these markets.