

PRESSEMITTEILUNG

“Consistent and sustainable Pinghe Pomelo Initiative” is launched in Pinghe

Sino Analytica, UNIVEG Direct Fruit Marketing DFM GmbH and Jin-Jin in conjunction with the Pinghe Government have agreed jointly to develop and to promote an initiative open to all members of the fresh produce industry, to ensure long term improvements in the quality and sustainability of Honey Pomelos from the Pinghe region.

Pomelos have enjoyed tremendous growth in popularity both in mainland China and in Europe over the last few years. This has led to rapid growth of the production of the fruit in the region and a huge increase in export volumes to Europe. However, in order to comply with the strict legal requirements for residues of the European market, and the demanding quality and residue requirements of individual major European retailers, improvements in agricultural processes, quality management and QC processes are urgently required. A lack of action in these areas will significantly damage the prospects for Pomelos from Pinghe on the European market.

This situation calls not only for education for Pomelo farmers and a tight control of growers' practices during the season, but also systematic residue testing at source in order to prove compliance with European legal requirements and the standards of individual retailers.

UNIVEG and Jin-Jin share a common vision to improve the quality and safety of fruit from China and initiated high-level discussions with the Government of Pinghe. As a result, the Government of Pinghe has established a local Food Safety Center, funded and managed by Sino Analytica. Sino Analytica already has facilities to perform residue analysis in food in Qingdao and Ningbo and is recognized as one of the leaders in pesticide analysis in China

UNIVEG and Jin-Jin collaborated on the design of new rapid turnaround testing procedures and will be the first importers to use the services of the new Food Safety center in the new season, as an integral part of their grower management systems. The concept focuses on using a small screen of “hard-hitter” pesticides, based on data gathered over the past 3 years, to provide the exporters with an early warning system, before fruit is committed from the farms and shipped. Both companies have also agreed a joint modus operandi in the selection, sampling and traceability of the Pomelos from the field through to POS and are working on further initiatives to reduce pesticide usage.

“The new sampling and residue testing procedures which we have implemented with Sino Analytica will provide hard reliable evidence that Pinghe Pomelos are complying with legal and retailer requirements before our containers are loaded for Europe.” - both companies declared in a joint statement.

This initiative represents a major step to strengthen the long term credibility of Pomelos from Pinghe, and to boost the reputation of the region as a supplier of top quality fruit both for the European market and the even bigger local market in China.

The project partners and the Government of Pinghe hope that other stakeholders will support the drive to satisfy the increasing demand for more consistent and sustainable production practices and send a powerful coherent message to growers and packers in the region.

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