The mandarin Orri doubles its sales in the 2018 campaign with about 52,000 tons

The producers of the Orri mandarin protected variety have managed to market around 52,000 tons in the 2018 season. The results obtained in their third season after the voluntary regularization carried out by TEO, the master licensee of the variety in Spain and Portugal, represent a increase of 100% compared to the previous season (26,000 t) and place it one more year, as the variety of mandarin best quoted in the market, with an average price of approximately € 1.00 / Kg in the field.

> By provinces, 27.85% of the tangerines sold correspond to the province of Huelva, 22.95% to the province of Valencia, 15.95% to the Region of Murcia, 13.85% to the province of Castellón, 8.7% to Almeria, 5.8% to Alicante and 4.9% to the province of Seville.

Among the characteristics of this premium variety is its ease of peeling, its low content in seeds and its organoleptic qualities, with a high content of sugars that give it a characteristic sweet taste. In addition, it has a very resistant skin of intense orange color that provides an excellent conservation both in the tree as in post-harvest and after-sales, with a very broad collection period.

Precisely its excellent conservation conditions have made it possible for the Orri variety to consolidate as the mandarin with the longest commercial campaign on the market, reaching 5 months (from December to May).

From Orri Running Committee (ORC), an association composed of more than 480 producers of this variety, foresee to maintain the upward trend in the next campaign, in which they expect to exceed 60 million kilos marketed.

Periodic inspections in wholesale markets and large stores in Spain, the United Kingdom and France

During the present campaign, within the actions of promotion and promotion that the ORC

association is developing to safeguard the value of the mandarin Orri and to protect consumers from possible fraud, the control actions on the production and commercialization of this variety through periodic inspections in six of the main points of the Wholesale Market Network in Spain, as well as in large stores in Spain, the United Kingdom and France. In the development of the same have investigated more than 20 points of sale.

During the inspections, possible labeling failures have been checked, traceability monitoring has been carried out to verify the legal origin of the production and analyzes have been carried out with molecular markers to verify whether the product marketed as mandarin Orri corresponded with the indicated.

From ORC have indicated that "*these actions are focused on avoiding false identifications of the mandarin Orri in the points of sale what, on the one hand, is a fraud to the consumer and on the other, it generates confusion to him when not being able to relate the Orri variety with his excellent qualities*. "

After the inspections, indications have been obtained of commercialization of approximately 400 t of Orri mandarin from illegal plantations, on which legal actions have already been taken. ORC has highlighted that "*these items compete in the market with an advantage that derives from the breach of the law, since they do not have to bear the cost associated with the royalty, nor the cents per kilo corresponding to the control of the variety, which supposes a grievance for the producer who does comply with the law ".*

From ORC, which will continue with these inspections in the following campaigns, have offered their collaboration and advice "*to all points of sale and other agents that are part of the supply chain to improve their knowledge about the Orri variety, as well as the correct identification of the product in order to avoid possible irregularities, since both the variety and the fruit are perfectly differentiable due to their morphological characteristics "*. In this sense, it should be remembered that commercial distributors could be responsible for a possible crime of reception for the acquisition of fruit from an illegal plantation for later commercialization.