Chilean kiwi has a lot to say in Europe

The President of ASOEX highlights the marketability of the southern kiwi in one of the most important fairs in Europe for the fruit and vegetable sector: Macfrut, where technological aspects are analyzed, and innovation in new varieties and developments different markets, among other subjects. Ronald Brown has shown its concern for the New Zealand kiwi monopoly.

Ronald Bown, president of the Fruit Exporters Association of Chile AG (ASOEX) has analyzed the situation of kiwi worldwide, also highlighting the reality of the Chilean industry, Jingold seminar, held at the Italian fair Macfrut 2015 -Rimini (Italy) from 23 to 25 September-.

In this context, during the first day of the fair, the Jingold Consortium has conducted a seminar which was attended by about 300 representatives of Italian kiwifruit industry. This time, Ronald Bown has referred to the evolution of international trade Kiwi in recent years, specifically those

produced volumes, mostly dominated by China and the situation in Chile in the global structure of the kiwifruit industry.

In addition, the representative of ASOEX assessed the situation in New Zealand, primarily constitute a monopoly on international sales, which concerns major sectors of the global industry given the existence of non-reciprocity and fair competition with producers in other parts of the world.

"This has been stressed on many occasions by ASOEX, to various governments and in international courts, where it has successfully established the dominant position of Zespri, the sole marketer of New Zealand kiwifruit in the world, and has committed some irregularities from the point of view of the marketing of this fruit, as in South Korea, "he pointed Bown.

In this regard, the leader thanked the concern that has existed for the authorities of the current government, especially the Direcon, in assessing, analyzing and perform some actions to prevent Zespri continue to maintain a position contrary to free trade.
In the seminar Jingold in Macfrut 2015, participated on behalf of the Chilean Kiwi Committee, the president of Fedefruta, John Carolus Brown, and the general coordinator of the Committee, Elizabeth Köhler.

It is stressed that besides the participation of the sector in the seminar, there have been a series of meetings to improve knowledge of the industry in terms of new fruit varieties that are being offered in the world and new management techniques orchards and packing worldwide.

Source: ASOEX