The DOP "kaki Ribera del Xúquer" takes up the challenge of increasing brand awareness among consumers

Get increase brand awareness among consumers. That is the main objective administrators DOP Kaki Ribera del Xúquer marked for the 2015 campaign on promotion. This is explained on 5 October in a presentation ceremony held in L'Alcudia (Valencia), one of the villages whose persimmons are covered by the PDO and certified by their controls. The reality is that, according to their data, only 11.5% of consumers know the variety "Persimmon" protected by the PDO, comes from the region of Ribera del Xúquer. The challenge is to increase this percentage. One of the tools is the issuance of an advertisement in which the origin of the fruit is explained. Another, defended the managers D.O.P. It is to get manufacturers to label Persimon each fruit to help buyers identify the authentic Valencian persimmon certificate.

In terms of production, it is expected that during this campaign will reach 230,000 tons, and 550,000 tons in 2020 are. Cyril Arnandis, president of the DOP, explained that the aim of increasing brand awareness among consumers serve to output production. Arnandis tried to exorcise the fear that an excessive increase in production brings with it a collapse in sales: "There is talk of when the 'property bubble' Persimmon come, but here we are to not occur." He explained that the bubble "not come" if it ensures that consumers value product.

During the ceremony also involved the mayor of L'Alcudia, Andreu Salom, who explained that "the persimmon is a miracle that has saved many farmers from the crisis," referring to the difficulties of prices that has passed through the citrus sector , prevailing in the area. He closed the event by the Minister of Agriculture and Environment of the Generalitat Valenciana, Elena Cebrian, who was pleased that in recent years the persimmon has grown from an "unknown" outside Valencia to a regular fruit, for example, Madrid shelves.

Cebrián promised the support of the regional administration to the DOP, and recognized the need to invest in logistics and transport infrastructure to weather crises shaking the food industry. However, the minister said that the limit of this aid is the lack of resources of the Generalitat because of "underfunding" by the central government.