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## First SA Kiku® partner

This week, leading South African fruit exporter Capespan Exports became the first South African exporter to sign a marketing license agreement with Kiku S.R.L/GmbH. The Kiku® trademark will be used to market Fuji apples from the natural mutant Fuji Kiku® Brak. Together with other Kiku® partners in the southern and northern hemisphere, Capespan will ensure that only apples conforming to specific internal and external quality standards will be packed and promoted under the trademark.

Said Kiku general manager Dr Jürgen Braun, "We're really excited about our collaboration with Capespan Exports." According to Capespan Exports pome commercial manager Stephen Brink, using the Kiku® trademark to distinguish a superior product is a secure way of achieving a premium market price, resulting in a higher net farm producer income. Brink looked forward to cooperating with other South African Kiku® partners. Under the guidance of TopFruit®, a meeting will be held soon to establish the South African Kiku® partner grouping. The group's purpose will be to coordinate the marketing of Kiku® from South Africa.

Capespan Exports chief technical services manager Jaco Smit said the challenge would be to promote planting of the variety among growers in all South African production regions. "Capespan Exports will assist its growers to plant at least 100 hectares over the next four to five years. Information on the variety will be transferred at field days and at various Capespan grower club meetings planned over the next few weeks."

*ENDS*

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