The ClemenGold Brand came of age at a launch held at Zoo Lake in Johannesburg last week. The launch marks the start of the South African export and local season for the Clemengold brand.

Michelle Kruger, the COO of The ClemenGold Company, said that the ClemenGold brand has established a firm foundation and is poised for success both nationally and internationally.

Lizz Meiring was the Master of Ceremonies in a fun event that celebrated a fantastic product that is highly sought-after by markets all over the world.

Clemengold Brand is on track to become a global brand with around 40 – 60 million kilograms projected to be packed under brand by 2015. Four impressive Interlink trucks in their bright new ClemenGold 'dressage' marked the start of the season by departing from the event with the first fruit of the season to the rousing sounds of their hooters, music and clowns on stilts waving giant orange flags.

The event was well attended by various players in the industry and key “ClemenGold Partners” including Woolworths & SanLucar.

Unathi Speirs, Deputy Director General of Agriculture of the Dept. of Trade & Industry, praised the efforts and innovation in developing this unique South African Brand.

Iraj Abedian, the Chief Executive of Pan-African Capital Holdings (Pty) Ltd was the Key Note speaker and he emphasised that the Brand development was a good illustration of how South Africans can think global and act local by leaving the fear of the unknown behind.

Abs van Rooyen; the unequivocally enthusiastic Clemengold brand ambassador, emphasised that a tremendous team effort was required to create a successful brand. The launch was the culmination of years of hard work following a vision to create a brand that would return a premium long-term investment and value to growers.

“The congratulations to Abs van Rooyen, Michelle Kruger and all “clemengolders” on the launch of the 2012 Clemengold season. This product has brought much needed excitement and “pizzazz” into the citrus category – which has lagged behind other fruit types in this regard. The interest around this branded product will spill over to general interest in all citrus categories, and hopefully awaken the entrepreneurial and innovative spirit in other role players and drive growth in the citrus industry. The value added products (chocolate, sorbet, ice cream and juice) also shows what can be achieved with a visionary outlook.” - Justin Chadwick, CEO of the CGA.
A grower’s day was held in Komatipoort and Malelane on the 14th of June 2012. Growers from premium grapefruit growing areas were invited to participate as founding members of a Sweet Sunrise™ growers group. Growers were able to view a trial planting and experimental evaluation site. The day was also attended by importers from the UK and Germany who provided a marketing perspective on the product. Click on the picture below to access the Sweet Sunrise™ Spec Sheet.

The FE1 selection (Sweet Sunrise™) is an extraordinary smooth rinded, mid maturing, medium sized yellow grapefruit with exceptional flavour. The variety has performed well in evaluation sites which have been established in several premium grapefruit growing regions of South Africa including Onderberg, Letsitele and the Northern Cape. The variety has been under experimental evaluation by Citrogold over the past 10 years.

The variety is owned by Leon Esselen and is protected by a Plant Breeders Right registration in South Africa. The variety is consumed by children with relish. Citrogold believes that the variety will make a significant impact in changing the perception of the consumer towards the consumption of grapefruit.

Die FE1 seleksie (Sweet Sunrise™) is 'n besondere gladde skil, midseisoen, medium groot geel pomelo met uitsonderlike smaak.

Die varieteit presteer baie goed in alle evaluasie gebiede wat in verskeie pomelo groeistreke van Suid Afrika gevestig is onder andere Onderberg, Letsitele en die Noord Kaap. Citrogold evalueer die varieteit al vir die afgelope 10 jaar op eksperimentele vlak.

Leon Esselen is die eienaar van die varieteit en dit word beskerm deur Plant Telers Regte wat in Suid Afrika geregistreer is.

Die pomelos word met groot smaak veral deur kinders geniet. Citrogold glo dat die varieteit 'n beduidende impak sal maak om die gebruikers persepsie van pomelos te verander.

The Esselen family can truly claim to have made a significant impact on the citrus industry in South Africa. Ferdi Esselen was the father of the Star Ruby grapefruit’s development in South Africa. Esselen Nursery has been a mainstay in providing seed and budwood to the South African Plant Improvement scheme for over 30 years.

Leon has inherited his father’s keen eye for quality, phenomenal attention to detail and passion for citrus. The Esselen Nursery legacy of quality and reliability has been passed on from father to son.

The Sweet Sunrise™ variety is a true partnership between father and son with Ferdi initiating the process and Leon bringing the variety to fruition. http://home.mweb.co.za/es/esselenk/
**Mor Mandarin:**

High value citrus varieties require a more intensive management input.

The Mor mandarin is a very late maturing variety that is harvested in South Africa in August and September. The variety has exceptional flavour characteristics and is highly sought after by the market.

The variety has been under production in South Africa for the past 10 years with mixed results. The variety is producing increasingly better yields as growers learn how to manage the murcott. The Mor is a murcott derivative that needs to be managed specifically as a murcott.

The variety fruit set is manipulated by a series of activities during the course of the production year including winter and summer pruning, autumn and spring girdling, GA applications, late foliar feeding etc.

The Mor produces exceptional quality fruit with internal fruit quality exceeding 13° - 15° Brix.

This variety has been one of the highest paying mandarin variety produced in South Africa for the past three years (sold as Honeygold™). Click on the photo to access the Mor Spec Sheet.

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**Early Clementine and Mandarin Varieties**

Citrogold is currently evaluating an exciting range of early Clementines and mandarins for the ripening period of March to May. The criteria for evaluation is to select seedless, preferably self incompatible varieties that have good rind colour, good fruit size with excellent internal qualities.

Variatel evaluation is underway in a number of sites including Citrusdal, Sundays River, Kakamas, Groblersdal and Burgersfort. Some candidates are showing some early potential.

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**Australie Sitrus Toer**

Produsente van Suid Afrika, Spanje en Chile het Australië besoek in Mei 2012. Die groep het M7 nawel en verskeie opwindede nuwe manderyne boorde besoek. Hierdie nuwe varieteite sal deur Citrogold verteenwoordig word wanneer dit in die toekoms in Suid Afrika gekomersialiseer word. Kliek op die foto hieronder vir meer inligting oor die M7 Navel.