



By Maura Maxwell

Monday 6th October 2014, 15:22 GMT

## ***IKO calls for more collaboration among kiwi producers***



Carlos Cruzat

Goal is to develop common strategies to deal with the most serious challenges facing the international kiwifruit sector today

**G**lobal production of Hayward kiwifruit is not expected to rise significantly in the coming years as the world's biggest producing countries switch their focus to new golden and red varieties. This will reduce market pressure and could lead to improved prices, according to the president of the Chilean Kiwifruit Committee, Carlos Cruzat.

Speaking at the 33<sup>rd</sup> annual convention of the International Kiwifruit Organisation (IKO), which took place in Los Ríos at the end of September, Cruzat suggested that producers should ensure they had sufficient raw material to enable them to plant the varieties demanded by the market.

"Globally, the situation for green kiwifruit has improved considerably and if output remains stable it is likely that

market supplies will start to decompress," he noted. "This could force supermarkets to establish more stable programmes with higher prices in order to guarantee their supplies."

Cruzat pointed out that it is vital for the industry to work with supermarkets and importers to enable them to better understand the logistics and processes required in the kiwifruit trade, and that this requires a coordinated approach from all the major producing countries, irrespective of their hemisphere.

"The only way of growing the category as a whole is to ensure that the consumer receives a product that delivers a good eating experience as this will lead to repeat purchases and maintain price levels," he said, adding that at present distributors hugely underestimated the importance this fact. "They don't seem to

understand that the quality or condition of the fruit when it reaches the end consumer can make or break a market," he said.

The conference also discussed new developments in the battle against Psa, as well as covering topics including food safety, international regulations and the emergence of new producing countries. A total of 25 representatives from Italy, France, Spain, Portugal, the US, New Zealand and Chile took part in the event.