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## LGS enjoys W Murcott momentum

Quality of Moroccan mandarin variety is said to be high and volumes plentiful at the US importer



**L** eading US fresh produce importer-distributor is reporting a strong season for the Moroccan mandarin W Murcott, marked by "robust supply and excellent quality".

Following the completion of a successful Moroccan clementine season, the company is expecting a steady supply of W Murcotts through to the end of April.

"For nearly 30 years LGS has sought the best growing regions that meet a rigorous set of standards to provide the best fruits to the US year-round," said Luke Sears, president and founder of LGS. "The fruit we import from Morocco, along

with other countries, meets all 'Darling specs' for the highest quality in colour, flavour, and overall crop health. The W Murcott originated in Morocco and is also referred to as a Nadorcott."

Morocco's dry summer and cool, wet winter creates an ideal environment for growing citrus, with Moroccan Murcotts known for their bright colour, and rich, sweet flavour.

"It has been a smooth transition from our early winter Moroccan clementine crop as the Murcotts are anticipated to produce 20 per cent more volume this year," added Sears. "This crop will provide a healthy supply to the market throughout the season to meet shoppers' growing demand for the easy peelers."

LGS said that as part of its quality control programme, inspectors will monitor the crop throughout the season to ensure that it continues to meet the Darling brand standards.

Meanwhile, LGS advisors are currently visiting the company's off-season citrus farms to observe growing practices and advise on any changes that can be made to improve product taste and yield.