

For fresh fruit and vegetable marketing and distribution in Asia



By Liam  
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## Asiafruit



## December/January out now

Latest edition of Asiafruit Magazine wraps up an unprecedented 2020 and previews the important Lunar New Year sales period

**T**he December 2020/January 2021 edition of Asiafruit Magazine is now available on the Asiafruit app. As one year ends and another one begins, the latest edition of Asiafruit reflects on some of the trends to emerge from an extraordinary year and prepares readers for one of the most crucial periods of the next, namely Lunar New Year.

Lunar New Year is a time for celebration across Asia. Inevitably, preparations will be different once again in 2021 due to the Covid-19 pandemic, but fruit is a popular gift during the festivities and the industry is well placed to capitalise on the increased demand.

As part of our cover feature on Lunar New Year, leading figures in China's fruit industry provide an insight into how

Chinese New Year sales prospects are shaping up. Meanwhile, reports from across South-East Asia are collated to provide the lowdown on opportunities for fresh produce during the upcoming festivities.

With more people staying local to celebrate the Lunar New Year across key Asian nations, gifting and sales of fruit look set to receive a boost in 2021.

Cherries remain one of the hottest sellers during the festive period and this edition includes coverage from key Southern Hemisphere suppliers, including Chile, Australia and New Zealand, plus updates from major import markets.

Asiafruit's annual Australia Special returns with a wide-ranging breakdown of how the country's exports have fared

over the last 12 months and what lies ahead. Coverage of leading categories such as table grapes, citrus, cherries, stonefruit and vegetables is combined with a statistical overview from Fresh Intelligence's Wayne Prowse.

This issue also features a complete wrap-up of Asia Fruit Logistica ON and Asiafruit Congress ON. The digital edition of Asia's premier fresh produce event connected the global trade with Asia amid the challenges presented by Covid-19. Catch up on all the insights from the extensive content programme, plus read about the winners of the 2020 Asia Fruit Awards.

To access all this content and much more make sure you download the Asiafruit app to your smartphone or tablet from the [App Store](#) or [Google Play](#) today!

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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