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Tangold volumes set to skyrocket

Freshmax expecting increase in Tangold Seedless production as early plantings mature

Freshmax is anticipating an increase in its Tangold Seedless production this season as more of its early plantings mature, with the company's marketing focus turning to education.

Last season saw much of Freshmax's early plantings of Tangold Seedless reach full production. It's a similar narrative ahead of the 2021 season, with the leading citrus marketer and distributor reporting fruit quality continues to improve in line with tree maturity.

Chief executive of Freshmax Direct, Will Snell, reports the internal flavours will be a standout this season, adding the company saw a "significant uplift" in citrus sales during the pandemic.

"It will be interesting to see if Australia's consumer purchasing habits will continue on positively from last season. We are faced with very strong volumes across many fruit categories which will be a challenge for positioning and values," adds Snell.

To that end, Freshmax national marketing manager Sona Padman says this season's promotional campaign will continue on from last year by creating "top of the mind brand awareness" while also prioritising consumer education.

Snell says the company's Tangold Seedless production will grow significantly over the next five years, with production spread across Australia.

"We have plantings from the Atherton Tablelands in Far North Queensland, right through to Cobram in Victoria. This will allow us to deliver a consistent programme of quality seedless, easy peel mandarins from May right through to November," he explains. "The season's success will come down to the ability to plan and execute collaborative retail and export programmes."

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