

Prim'land promotes PGI

French exporter Prim'land has a host of promotions in store for 2010, but the company's main focus will be on its kiwifruit's new PGI status

This season, French kiwifruit producer Prim'land, which operates some 560ha in the southwest region of France, is eager to promote the Protected Geographical Indication (PGI) status of its Adour-grown kiwifruit on the European market, according to the company's Jean-Baptiste Pinel.

Adour kiwifruit finally obtained PGI status last May, recognition of the fruit's ultra-high quality and the ideal growing conditions offered by the region, located at the foot of the Pyrenees. "The most important event for us regarding the European market is gaining PGI status," says Mr Pinel. "Today our Oscar brand is well known, and the PGI will increase consumers' recognition of our product even more."

PGI certification is gaining in notoriety in European markets like Spain, according to Mr Pinel, where many PGI-certified

products are already recognised on the market. "Our clients in Spain are therefore looking to extend their offer of PGI products," he tells Trade France.

Each year, approximately 20 per cent of Prim'land's total exports go to Spain, where Prim'land's exports are focused on the Oscar-branded Hayward kiwifruit. According to Mr Pinel, the company produced around 13,000 tonnes of its classic green Hayward variety this season.

Each year, Prim'land organises a number of promotional events for its Oscar kiwifruit brand, and this season will be no exception, according to Mr Pinel. Plans for a loyalty programme are in progress, including promotions at wholesale markets, the aim being to explain the strengths and origin of the Oscar brand to retailers.

The company will also be engaged in point of sale advertising in order to



Jean-Baptiste Pinel, Prim'land

promote the benefits of Oscar kiwifruit to consumers. Lastly, according to marketing director Pierre Aguerre, consumers will be able to enter a prize draw each time they buy Oscar kiwifruit.

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Kiwi de l'Adour

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