

France: Oscar Kiwi celebrates over 30 years of success

Oscar kiwi, situated on the banks of the River Adour, a region boasting the perfect combination of a temperate oceanic climate and soil. Ground so fertile that in just 30 years it has transformed the little green fruit from the other side of the world into a giant of agricultural production in the South-West of France...

In 1980 The Oscar brand was created by Guy Poylecot and François Lafitte, kiwifruit growers in South-West France. The entire crop was sent to Germany, the only European country that was familiar with kiwifruit at the time. The company began promoting the fruit in France, moving on to Spain and then to Canada. In 1993 exports to Taiwan, Singapore and Hong Kong, made the Oscar the first European kiwifruit to be marketed in Asia. Later Oscar also started exporting to Brazil, US and Argentina. The company now exports worldwide.

Oscar has gone from having 69 growers in 1995 to 250 growers in various countries, growing vegetables as well as fruit.

The expected volume of kiwi production this year is 13 000 tonnes from an area of 1309 acres. Some varieties are seasonable while the green kiwi is available year round.

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