

SIPO, both the round and long red radicchio season has begun

The radicchio season has started for SIPO. The first harvest was on April 4th 2016 for the round one and April 18th for the long one. Grown in the most suitable areas, the area of Orti (Cà Lino di Chioggia, in the Venice province), Sant'Anna di Chioggia and Volto di Rosolina in the Rovigo province.



Stefano Pazzagli, SIPO's head technician, stresses that apart from the direct contracts between companies and producers, the reference markets to determine the raw materials' price are the wholesale market of Rosolina (RO) and the wholesale market of Brondolo-Chioggia (VE). Regarding quality, Pazzagli adds, due to the climatic conditions from the beginning of April until last week (temperatures higher than normal) the product is not the best for the presence of physiopathologies, but colour and size are in the standard range.



In general the radicchio market is subject to sudden and unpredictable fluctuations and in particular the Venetian farmers are displeased, especially with the productions of the last years due to the low remuneration of the harvests. Processing companies such as SIPO are not completely satisfied with their sales and are anguished due to the fact that they are typical Italian products with distinguishing quality.



Massimiliano Ceccarini, SIPO's General Manager, states: "Compared to the previous year, prices are notably lower due to the large amounts of stored products by Italian players and the low volume of sales. In the last week of April, however, after a change in the weather (with winter temperatures and a higher demand on the market especially thanks to the foreign IV range - ready to use fresh vegetables - producers and to the depletion of the stock), we have witnessed a sharp price increase of red round radicchio from 0.15 Euro/KG to 0.60 Euro/Kg today (April 28th) in just 10 days. The situation has not changed regarding red long radicchio. Soon - adds Ceccarini - we expect further increases for the raw materials especially the round one and an increase in the demand by producers on the European market".

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