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Announcements

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Job Offers

- Operations Manager - Coimbatore, Tamil Nadu, India
- Night-Shift Crop Inspector - San Jose (CA) USA
- Product Coördinator Fresh produce - Ridderkerk, Dinteloord of Heerle
- Medewerker Marketing & Communicatie - Hillegom
- Supply Chain Specialist - Nairobi, Kenya
- Assistant breeder
- Greenhouse Director of Production - Center Moriches (NY) USA
- Head Grower Cannabis - Reading, Southern England
- Global Product Manager - Northeast Ohio area
- Produce Sales Representative - Remote/Surrounding Los Angeles area

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Simonato

BE SURPRISED BY OUR BIO ORGANIC CHRISTMAS STARS

Specials

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- Global Focus Exotic/Tropical Fruit
- Special Year Overview

Top 5 -yesterday

- "There's a production shortage of about 50%, which will be good for demand"
- New grape varieties increase the competitiveness of the Northern Cape
- Fruit-growing business allegedly de-frauded of $1.3 million
- Florida may see freight rate advantage for winter vegetables
- "Black Friday was terrible for pineapples!"

Top 5 -last week

- Avocados become entrenched in South Africans' shopping baskets
- Andhra Pradesh mangoes still refused by US
- Exotic and tropical fruits see increased demand for shelf-life extension options
- Fruit Logistica postponed to 5-7 April 2022
- PEI potato growers stunned over border closure

Top 5 -last month

- "We'd like to be importing about 200 containers of Ethiopian Hass avocados within 4 or 5 years"
- Kenyan traders are painting avocados to dupe consumers
- South Africa and Tanzania meet on avocado imports
- Avocados become entrenched in South Africans' shopping baskets
- South Africa's largest private banana ripening facility

Exchange Rates

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- USD: 1.1339
- JPY: 127.94
- AUD: 1.5975
- BRL: 6.3935
- CAD: 1.4526
- CNY: 7.2297
- NZD: 1.6662
- ZAR: 17.9652

Foreign exchange reference rates for the Euro
Source: ECB

Great Britain, Greece and Czech Republic are Sipo's new destinations

Italian-branded mushrooms are gaining market share in foreign countries

In the last year, the sales of mushrooms branded Sapori del mio Orto - Sipo have increased, not only in Italy, but also in foreign markets. This was confirmed by the general manager Massimiliano Ceccarini. "Great Britain, Greece and Czech Republic are some of the countries where we have consolidated sales. And now we have the Baltic countries in our sights".

Massimiliano Ceccarini

"Thanks to the intense commercial and marketing activity carried out in the last two years we have signed the first supply contracts also in Northern Europe. Our approach characterized by a highly specialized vast assortment is gaining excellent results," underlined Riccardo Giacomini, Sipo export manager.

"We are finally starting to receive the first acknowledgements from customers who appreciate our premium ranking which stand out for the subdivision of our goods by category, packaging, the quality of the product and the continuity of supplies," concluded Giacomini (*pictured on the right*).

The most popular products are sliced mushrooms, stuffed mushrooms and mushroom mixes. Recently, there has been an increase in sales of more innovative products, such as mushroom sauce.

The fresh mushrooms branded Sapori del mio Orto are distributed in 300-grams trays, which are already selected, cleaned, peeled and ready to be cooked, and for some references, they are also washed and ready to eat. They are placed in the refrigerated counters of fresh-cut products in the fruit and vegetable department.

This product line has been conceived in order to create a brand management plan in collaboration with the distribution companies, that feature the same packaging in order to identify the category, and also a fixed weight for all references, a single bronze-colored cardboard tray that highlights the products and a personalized label for each reference that explains the consumption and nutritional characteristics in a simple and clear way, illustrated by the nutritionist biologist Giancarla Monticelli.

Made up of 12 references, the Sapori del mio Orto line of fresh mushrooms is divided into two groups, the single-ingredient mushrooms (Cardoncello, whole and sliced white and cream Champignon mushrooms, Portobello, Pleurotus, Schiitake, Pioppino) and the cooked mushrooms (stuffed Champignon mushrooms, mushroom sauce, trifle mix, mixed mushrooms, mushroom salad and baked mushrooms).

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Other news in this sector:

2021-12-03	China: The tomato market continues to be sluggish and is unlikely to recover before the Spring Festival
2021-12-03	Mushroom growers seek inclusion in CBN program
2021-12-03	Italian-branded mushrooms are gaining market share in foreign countries
2021-12-02	What will greenhouse lettuce growers do after Christmas?
2021-12-02	Nigerian mushroom growers seek inclusion in CBN program
2021-12-02	Florida may see freight rate advantage for winter vegetables
2021-12-02	Unseasonable warmth leads to boost in California kohlrabi supplies
2021-12-02	Australian carrots continue to be a popular vegetable at home and abroad
2021-12-01	India: VFPCK and Horticorp attempt to curb vegetable price hikes
2021-12-01	"Lower yields and price pressure characterize current Brussels sprouts market"
2021-12-01	Slow vegetable market, only Radicchio di Verona IGP stands out
2021-12-01	China: Indian pepper imports significantly lower than in the first half of the year
2021-12-01	Japan's matsutake mushrooms: Pricing can be $500+ per kilogram
2021-12-01	New veggie burger has potential to transform UAE home-grown crops sector
2021-12-01	Kazakhstan to impose ban on export of potatoes and carrots
2021-11-30	Volumes of Ontario carrots down 20 percent
2021-11-30	Production drops and a generalized cost increase
2021-11-30	Cambodia: Chilli value chain is boosted to tap new global markets
2021-11-30	Wholesale price of Chinese vegetables is going up
2021-11-30	Italian fennel with chemical residues below 85% for domestic and European markets

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