

A NUTRITIONAL PROGRAM FOR SUGAR ORANGE

Marketing the Benefits of this Favourite Fruit in China

by Echo Dong, Marketing Officer



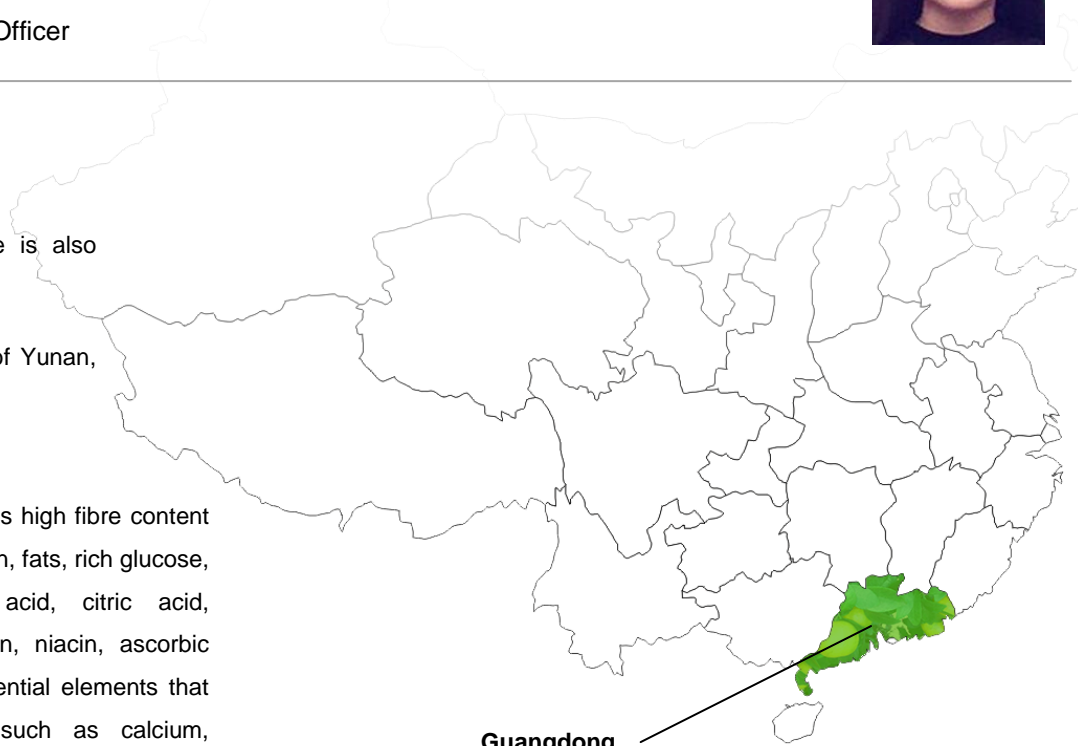
Overview

In China, the sugar orange is also called October orange.

It is native to the Counties of Yunan, Huaiji, Guangning and Sihui.

It is rich in Vitamin C and has high fibre content plus a small amount of protein, fats, rich glucose, fructose, sucrose, malic acid, citric acid, carotene, thiamine, riboflavin, niacin, ascorbic acid, and in fact all the essential elements that the human body needs such as calcium, phosphorus, magnesium and sodium.

A specially developed sugar orange nutritional program has been rolled out to market its nutritional value to the population.



Guangdong

- Yunan
- Huaiji
- Guangning
- Sihui

The Sugar Orange

The sugar orange is a famous variety of citrus. It is a favourite for people due to its high nutritional value and sweet and sour taste. This therefore makes the sugar orange a very valuable fruit and vegetable commodity with high economic value.

With access to much further information via the Internet, sales of the sugar orange have increased significantly. Growers are happier too, because they have better economic returns.



RLF's Nutritional Program for Sugar Orange

In conjunction with the human nutritional benefits marketing program, RLF has provided a specially developed nutritional program for the sugar orange – and many farmers adopted the RLF crop nutrition program as a consequence.

The Sales Director for the Southern China Regions, Lai Youying, visited the Bincheng Fruit Co-operative in Toupai Village, Jinxiu County, Liuzhou City, Guangxi Province on 17th November 2016 to follow the progress of one such crop nutrition program.

He checked the performance of those sugar orange crops treated with RLF product and discovered that the RLF treated sugar orange crops :



- bore more fruit than the control crop fruit trees
- developed fruit that were neat and uniform in size
- matured with a beautiful fruit colour
- were more flavoursome than the fruit of the control crop fruit trees



Three RLF crop nutrition products were used for the sugar orange crop.

They were :

1. **Broadacre Plus Ultra Foliar** and **Boron Plus Foliar** (applied during the flowering phase)
2. **Broadacre Plus Ultra Foliar** (applied in the young fruiting phase)
3. **Potassium Plus Foliar** (applied at the fruit turning colour phase)

Broadacre Plus Ultra Foliar

This High-analysis Broad-spectrum Solution (HBS) is highly concentrated and applies the optimum amount of 12 nutrients with a single application. Because of this **Broadacre Plus Ultra Foliar** enables the plant to guard against soil nutrient variability and ensures greater plant protection, increased growth and improved yield qualities. **Broadacre Plus Ultra Foliar** is more efficient because the formulation is absorbed directly through the leaf cell walls and into the plant for immediate use. Unlike other foliar products it is not inhibited by the need to access the plant via the stomata – and this is a considerable advantage.



Boron Plus

This single element foliar fertiliser delivers high quality boron to the plant through the leaf, particularly if a boron plant disorder is recognised. Foliar application is the most efficient and effective way to deliver boron to the plant as it bypasses the deficiency in the soil by delivering the remedy directly to the crop through the leaf. **Boron Plus** fixes plant boron deficiency which is caused by insufficient boron in the soil or created by low transportation of the whole plant.



Potassium Plus

This single element foliar fertiliser fixes plant potassium deficiency which is often caused when the plant demands more K during new vegetative growth or yield build-up as in fruit bulking. **Potassium Plus** delivers high quality potassium to the plant through the leaf, making it the most efficient and effective way to deliver potassium to the plant as it bypasses the soil by delivering the remedy directly to the crop through the leaf.



Conclusion

The growers were very satisfied with the effects of the three RLF specialty products on the sugar orange crop. They plan to continue with this specially developed program and to use RLF products on their crops in future years.

RLF seeks to provide farmers with high-technology products that create greater values in terms of fruit quality, as well as measured economic investment with greater economic return for the growers.

RLF is delighted with the outcome for the growers of sugar orange in China.



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