

## SA gets taste for Sharon fruit

After a series of successful market promotions, the South African Sharon fruit is gaining traction in the domestic market. However, both local and international consumers may not see the volumes that were predicted in the pre-season.



evansorrellco via [Freelimages](#)

Harvesting started in mid-April and South Africa's technical teams have now reviewed the forecast. Although the main growing regions had good rains and no water shortages, fruit sizes are smaller than expected.

Sharon fruit is in all respects regarded as an exotic product and in South Africa, it has more or less a three-month selling season. Sharon Fruit's Hein Smal says, so far, this season containers have been landed in Germany and the UK, which are key markets. "There is also keen interest from Canada, the Middle East and the Far East".

[Fruit Net](#)

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