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Monday 4th September 2017, 9:34 GMT

## Orri mandarins tickle Asian tastebuds

Sensory market research shows consumers in China and Japan are keen to consumer the Israel-grown citrus



**N**ew research conducted by the Plant Production and Marketing Board of Israel has found that 73 per cent of Chinese consumers agreed that they would purchase the easy-to-peel Jaffa Orri fruit, while 81 per cent of Japanese consumers said they would purchase the fruit, called Jaffa OR in Japan.

The sensory market research study in both China and Japan was designed to evaluate the Jaffa Orri/OR mandarin's potential and positioning in these markets, with the findings indicating "significant preference for the Jaffa Orri mandarin in China and Japan", according to the board.

### China

MMR Research Worldwide Ltd. conducted the sensory market research in China in April, 2017, surveying 202 local residents of Beijing & Shanghai, aged between 25 and 55.

The research goals were to examine acceptance of Jaffa Orri compared to other mandarin varieties available in the Chinese market, and overall Jaffa Orri performed well – significantly better than Frutaria and Buzhihuo, and exponentially better than Murcott, the research suggested.

Jaffa Orri was well liked across all sensory attributes, attaining 70 per cent or greater 'just right' (optimum score) on colour (before peel), strength of aroma, strength of taste, and firmness of texture.

"Interestingly, quite a few consumers spontaneously complimented the fruit on its juiciness and good balance of sweetness and acidity," noted Tal Amit, head of the citrus sector at Israel's Plant Production and Marketing Board.

### Japan

Similar sensory market research was conducted in Tokyo, Japan, by GfK Custom Research LLC among 200 men and women aged 30 to 60 years, with similar results.

Of the Japanese consumers polled, 81 per cent said they would purchase Jaffa Orri mandarins, while just 46 per cent said they would purchase Ponkans and 39 per cent Murcotts.

The research results revealed that Jaffa Orri likeability is much higher than its competitors due to 'good sweetness-acidity balance', 'juiciness', and 'texture'.

"This is exciting news for the Israeli Jaffa Orri mandarin growers who have put a great deal of efforts to accelerate yield and ensure high quality fruits," Amit added. "Jaffa Orri is set to increase its export volumes to China and Japan in the coming season, commencing January 2018."