



MASTER FOOD IDENTITY

CLEMENTINE DI CALABRIA

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PRESENTATION OUTLINE

TOPICS FOR DISCUSSION

Clementine Di Calabria

Where it from

How its grown

Why it could be IGP product

Consumer awareness

The impact of Labelling

SWOT

Analysis of segments

Recommended solutions

WHY PGI?

HOW PGI?

WHAT'S NEXT?





FIRST SOME BACKGROUND INFO

CITRUS IN ITALIE

- Clementine was born from the cross between **bitter orange** and **mandarin** and since the 1930s it has been introduced in Italy.
- The origin is not certain. Algeria or China?
- **18 out of 978** products are recognized at EU level. Among these, **12 Italian citrus** productions have obtained PGI and PDO appellations. all located in South Italy, specifically in Sicily, Calabria, Campania, and Apulia.
- Two products, namely "**Clementine di Calabria**" and "Clementine del golfo di Taranto", have embraced the prestigious Indicazione Geografica Protetta (IGP) designation



WHY PGI



POLICY SUPPORT 1997

- EEC Reg. 2081/92 as a pivotal moment in supporting rural development and recognizing products linked to their geographical origin.
- The trademark "Clementine di Calabria IGP" earned its place in the Register of PGIs in 1997



GI IMPACT

The plants produce in advance of any other clementine tree grown in the world, allowing the delicious Calabrian fruit to be savored by its fans already in the first weeks of autumn.



QUALITY SCHEME

- The uniformly colored pulp will have to be well sweetened, show uniformly colored orange and, above all, free of seeds; quality that characterizes and makes this fruit unique.



CONSORTIUM 2002

This result was achieved in 2006 thanks to the shared commitment of all the manufacturing companies, which in 2002 had set up the Consortium for the Protection of Clementina di Calabria.

GEOGRAPHICAL INDICATIONS



Geographical area

Calabria is a region in Southern Italy. It is a peninsula bordered by Basilicata to the north, the Ionian Sea to the east.

A natural habitat for Clementine

It is the climate of the growing areas as one of the sunniest areas of **Italy** but it is nevertheless mild due to the proximity of the sea.

Clementine Production

Calabria, With approximately **44,000** citrus farms and dominating with about **63%** of the country's total clementine production. The production area of Clementine di Calabria PGI extends across 61 municipalities.



QUALITY SCHEME



- **Soils:** favouring those with medium texture, silt, and clay content below 60%, and limestone content not exceeding 15%.
- **Plant management:** maximum density of 1,200 plants per hectare for new plantings. Also essential to maintain a considerable distance.
- **Pruning:** a critical practice in citrus cultivation, focusing on the elimination of surplus branches.
- **Storage:** maintained between 4 and 6 degrees Celsius.
- **Retail:** Each unit with a minimum capacity of 0.5 kg.
- **Packaging:** Designed with PGI logo on each side of the box.
- **Appearance:** Identified by their spheroid shape, slightly flattened at the top and bottom, boasting dimensions of 16-18 mm.

Agribologna CONOR	SCHEDA TECNICA: CLEMENTINE DI CALABRIA IGP (aggiornamento al 23/03/2020)		ST07.01	Rev 02 del 20/11/2017	Pag. 1 di 4
Immagini	 CLEMENTINE				
Denominazione commerciale	Prodotto: Clementine IGP- "Clementine di Calabria" IGP Dicitura in etichetta: origine, categoria, calibro. Origine: Calabria, Italia.				
Temperatura prodotto	Da + 2° C a + 8° C				

CONSUMER AWARENESS OF PGI LABEL

- Quality scheme branding serves as a strategic tool to enhance the market positioning of food products, capturing the attention of new consumers seeking guaranteed and high-quality items.
- The Commission Implementing Regulation (EU) n. 1117/2013 approving amendments to the specification of the name entered in the register of protected designation of origin and protected geographical indications.
- Once a research confirmed that consumers end up making inferences based on cues with which they feel confident, A significant 58% express a willingness to pay a premium price of over 20% for typical foods.
- In line with brand marketing strategies, the logos of "Clementine di Calabria PGI" and "Protected Geographical Indication" are prominently displayed on the packaging of these products, ensuring easy recognition on the shelf.



Vecchio, Riccardo, and Azzurra Annunziata. "The role of PDO/PGI labelling in Italian consumers' food choices." *Agricultural economics review* 12, no. 2 (2011).

Triangle Test

Judge ID	1	2	3	PICK	Judge ID	1	2	3	PICK
1	A	B	A	2 ✓	8	A	B	B	2
2	A	B	B	1 ✓	9	A	A	B	3 ✓
3	A	A	B	3 ✓	10	B	A	A	1 ✓
4	B	A	A	1 ✓	11	B	A	B	2 ✓
5	B	A	B	3	12	B	B	A	2
6	B	B	A	3 ✓	13	A	B	A	2 ✓
7	A	B	A	3	14	A	B	B	1 ✓

A=Clementine di Calabria
B=Normal Clementine

RESULT ANALYSIS

The triangle test conducted between Normal Clementines and Clementine di Calabria involved 14 participants, with a correctness rate of 10 out of 14(71.4%) suggests a noteworthy level of discrimination among participants.

This result indicates that a majority of the participants could successfully identify differences between Normal Clementines and Clementine di Calabria, surpassing what would be expected by random chance.

DESCRIPTIVE TEST

Descriptors provided by the assessors varied from juiciness to astringency, with a focus on the interior appearance. Feedback highlighted Good Appearance and a Good balance of acidity and sweetness, demonstrating subjective feelings about the uniformity of colour and size on the whole fruit and the colour of the interior flesh.

Aroma and flavour intensity of orange were also mentioned, with descriptors such as sweet and sour. The ease of removing the peel from the fruit, referred to as peeling, was considered, and one panellist specifically noted that the PGI product was easier to peel with low thickness when removing the fruits.

In general, PGI products were described as having a sweet taste with a pinch of acidity, and a fair supply of sugars and acids. This recognition of high quality was evident even under blind test conditions.

Appearance	Taste	Flavor	Subjective
the colour of the interior flesh	Sweet	Fruity	Richness
Size	Acid	Flowery	Fiber enriched
		Juiciness	Freshness
		Astringency	Peelability

SWOT ANALYSIS

Strengths

- **Quality certification:** The PGI status ensures the unique and authentic origin of Clementine di Calabria, contributing to its premium image.
- **Territorial bond:** The cultivation and production of Clementine di Calabria are deeply rooted in the cultural heritage of the region, adding to its authenticity.
- **Impactful Consortium:** plays a crucial role in coordinating the market and promoting products bearing the IGP mark.

Opportunities

- **Rural Development:** Plan of the Calabria Region: Serves to increase awareness on the organoleptic qualities of a fruit that is an expression of a unique territory
- **Sustainability:** Reinforce environmental certifications for sustainable farming practices, reinforcing the commitment to ecological responsibility

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Weaknesses

- **Limited information:** scarcity of open, published research regarding market volume and recent production improvements
- **Fragile climate dependency:** adverse weather conditions can impact cultivation and yield, making it susceptible to climate-related risks.

Threats

- **limited improving actions:** lack of sharing of promotion activities
- **Competition from Other Varieties:** Other citrus varieties may pose a competitive threat

THANK YOU

