



PRODUZIONE MELONE TIPICO MANTOVANO
DAL 1979

RASSEGNA STAMPA

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Melons

ITALY

Nadalini unveils new brand for high-quality melons

Italian company Nadalini, also based near Mantua, is preparing to launch a new line of premium melons this month in order to meet the growing demand for high-quality varieties across Europe. According to Francesca Nadalini, the new Nadalini Gold range is intended to meet calls for optimum quality in all aspects of melon production.

“The concept of quality for melons used to be fairly generalised, but nowadays brix levels are not the only guarantee. You need to offer 100 per cent in all areas: sugars, taste, shelf-life and so on,” explains Ms Nadalini. “We’ve selected the best of our varieties and decided to concentrate on them and increase their volume.”

As well as seeking out varieties that

offer better taste and a more standardised appearance, Nadalini has looked to grow varieties that are more resistant to disease, something which has entailed close collaboration with seed specialists. “Our relationship with the seed companies is one of the key elements in our success,” explains Ms Nadalini. “One of the biggest requirements is durability – in many markets you have to offer varieties that last for a week – with the help of these developers we’re confident Nadalini Gold responds to such demands.”

This season, around 30 per cent of Nadalini’s production (all of it GlobalGAP certified) will be exported, from a total volume of 6,000 tonnes compared with 5,000 tonnes last year. The company also imports melons to Europe from

Morocco and the Caribbean, and has already begun marketing small but significant volumes of Sicilian product on the domestic market with the intention of strengthening its specialisation in the melons category.

From its northern Italian production, varieties including Tuareg, Magenta, Honey Moon, Harper, Tazio and Giusto will be available from mid-May until the end of November and sold to customers in markets such as Switzerland, Austria, Germany and France. “We check quality in six different steps to guarantee the superior attributes of every single fruit,” adds Ms Nadalini. “Melons aren’t like an apple or a kiwifruit – they can’t be stored for a long time. Because the consumer spends a lot to buy a melon, we have to ensure everything is right.”



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