

# LOCAL ORANGES VARIETIES

in Xiengkhouang Province

*Local orange varieties have a strong market demand. To meet the demand improved planting material, improved tree management by growers, improved marketing strategies and orange farmer organizations are necessary.*

## Production

- There are 2 main local varieties of native oranges in high demand in the market: Huajook and Peuakbang.
- There are 4 districts (Phaxay, Phoukhoud, Khoun and Mok) involved in native orange production.
- Production is limited to 15 villages, 142 households and 79 hectares
- Annual production is approximately 121.5 Tons.
- There are six private nurseries that provide farmers with orange tree seedlings.
- Production is constrained by poor tree quality and management, disease, insects, fertilization and irrigation.

## Marketing

- Almost all oranges are sold directly to buyers at the farm or at 5 roadside locations.
- Oranges can be found for sale in the district and provincial town markets being sold by traders who purchase the oranges at the farm.
- Prices for oranges fluctuate considerably due to poor marketing collaboration of growers.
- The Provincial and District Agriculture and Forestry Office provide marketing support to orange growers.

## Opportunities

- Improvements are needed in tree management and seedling quality.
- Better knowledge and use of organic cultivation methods including promotion of beneficial insects.
- Improve marketing strategies including advertising, presentation and farmer collaboration.
- Expand into other high potential citrus varieties.



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