
TECHNICAL SPECIFICATIONS FOR REGISTRATION OF GEOGRAPHICAL INDICATION

1. NAME OF THE GEOGRAPHICAL INDICATION

Chinese name: 眉县猕猴桃

Transcription in Latin characters: Meixian Mi Hou Tao

Translation for information purposes: Meixian Kiwifruit

2. CATEGORY OF THE PRODUCT FOR WHICH THE NAME IS PROTECTED

Fruit, vegetables and cereals fresh or processed - Fruit

3. APPLICANT

Meixian Fruit Technology Promotion Service Center (Address: F5 Agriculture Building, East End of Pingyang Street, Meixian County, Shaanxi Province)

4. PROTECTION IN CHINA

Announcement No. 1459, Ministry of Agriculture of the People's Republic of China

Date of Issuance: September 13, 2010

5. DESCRIPTION OF PRODUCT

Meixian Kiwi, the main species of which include Xuxiang and Haiwode, is oval-shaped with enjoyably even size; a single fruit weights 70~140g; the pericarp is yellow green and thin with yellowish-brown fuzz on it and is easy to peel; the flesh is either yellow or green. The dry substance content is over 15%, Vitamin C content is 80mg/100g; besides, it contains cellulose, 17 kinds of amino acid and 14 kinds of minerals; the taste is tender, juicy, moderately sour and sweet, exhibiting distinctive characteristics.

6. CONCISE DEFINITION OF THE GEOGRAPHICAL AREA

The coordinate of the protected scope for geographical indication of Meixian Kiwi is at 107 ° 39 ' 08" ~ 108 ° 00' 51" in east longitude and at 33 ° 59' 00 " ~ 34 ° 19' 28" in

north latitude. It covers six towns and one sub-district office and 73 administrative villages under the jurisdiction of Meixian County Shaanxi Province. Those towns and sub-district office include Shoushan Sub-district Office, Qizhen Town, Yingtou Town, Jinqu Town, Huaiya Town, Tangyu Town and Hengqu Town. The planting area of Meixian Kiwi is 10909.0 hectares with protected yield of 200000 tons.

7. LINK WITH THE GEOGRAPHICAL AREA

The protected scope for geographical indication of Meixian Kiwi is located at the northern foot of the Qinling Mountains which is a dividing line between the north and south of China. It has the warm temperate continental sub-humid climate with the elevation of more than 500m. The land is flat and the thickness of soil layer is more than two meters; most soils are Lou soil which is loose and thick and has good permeability of water retention ability; the pH value is 6.5~7.5; the four seasons show distinct difference with obviously different dry, moist, hot and cold weathers; the year-round sunshine duration is more than 2000 hours; annual average temperature is 12.9°C, accumulative temperature above 0°C is 4790°C; average annual rainfall amount is 589mm and frost-free period is 218 days. From July to October the diurnal temperature variation is 10.5°C in average; there are 19 river systems in various sizes, of which the water resource in Shitouhe Reservoir from the melted snow on Taibai Mountain provides sufficient irrigation water for Meixian Kiwi, and also serves as high-quality water resource for the whole Shaanxi Province.

Meixian County is well endowed with wild kiwi resource and has a long history of cultivating kiwis. As early as 1200 years ago, Cen Sen, a poet of the Tang Dynasty, has recorded the scene of planting kiwis in the yard at the foot of the Taibai Mountain in a poem: “In Chang’an City when an autumn rain just stops, all mountains and hills show their appearance as the north wind is blowing over, among which the Taibai Mountain has the greatest height; beside the well curb inside the yard, there is a trellis of kiwifruit.” Meixian people devoted themselves to cultivating kiwis one generation after another, handing down refined species with special techniques; the profound regional culture has endowed Meixian Kiwi a special connotation, making it a pillar industry that benefits local residents greatly.

Meixian County is located in the north of the Qinling Mountains where featuring thick and fertile soil layer, ample sunshine and water resource, and sufficient

temperature variation; besides, the mature technique, and the strict management have all contribute to the particular quality of Meixian Kiwi.

8. SPECIFIC RULES CONCERNING LABELLING AND USING (IF ANY)

If the production operators within Meixian Kiwi planting areas want to use the geographical indication on their products or packaging, they must apply to Meixian fruit technology promotion service center, the holder of registration certificate, and use the indication according to the relative requirements and specifications. The operators may use unified name of the product and the identification of geographical indications of agricultural products in public identity.

9. CONTROL BODY / CONTROL AUTHORITY RESPONSIBLE FOR CHECKING THE RESPECT OF THE PRODUCT SPECIFICATIONS

Center for Agri-Food Quality and Safety, Ministry of Agriculture (Address: No.59, Xueyuan South Road, Haidian District, Beijing 100081, China)