

China promotes integrated pomegranate industry development at 2023 Pomegranate Industry Development Conference

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The 2023 Pomegranate Industry Development Conference was held recently in Zaozhuang City, Shandong Province. It brought together national and international participants to discuss the integrated development of the pomegranate industry. During the event, a signing ceremony was held for 24 projects, including the construction of a test garden for new pomegranate varieties in Zaozhuang City.



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The conference also held special activities such as the pomegranate products live conference attended by tens of thousands of people, the inauguration ceremony of the pomegranate space seedling base, as well as a captivating exhibition and sales showcase of products characteristic of intangible cultural heritage, according to the Internet Information Office of the Zaozhuang Municipal Party Committee.

Zaozhuang City is famous for being one of the seven major pomegranate-producing regions in China. Pomegranate occupies a unique position as a distinctive, advantageous and influential mark of the agricultural industry in Zaozhuang. The city has a pomegranate cultivation area of 8,000 hectares, with pomegranate production exceeding 60,000 tonnes.

In recent years, Zaozhuang City has prioritized the development of its pomegranate industry, aiming to establish itself as a leading industrial growth center, with the slogan "Zaozhuang, Pomegranate Capital of the World". Zaozhuang's pomegranate industry is at the forefront of the country, with a complete and advanced industrial chain that encompasses both fresh pomegranates and pomegranate bonsai. Local annual production of pomegranate bonsai reaches approximately

200,000 pots, for a city-wide total of more than 300,000 pots.Â

This industry has a market value of more than 500 million yuan and employs more than 3,500 people.Â Pomegranate bonsai made in Zaozhuang has received more than 300 prestigious awards at horticultural exhibitions around the world.Â Zaozhuang City is home to more than 30 pomegranate processing enterprises, specializing in a diverse range of products such as pomegranate juice, pomegranate wine, pomegranate vinegar, pomegranate tea, pomegranate honey, pomegranate pomegranate-based cosmetic products and pomegranate pancakes.