

Xiangshan Reaps the Bumper Harvest of Citrus



Kozinets Ivan and Daria Privalov are picking "Red Beauty".

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The 2022 Xiangshan 30° N Citrus Festival kicked off in Banbian Mountain on the morning of November 16th. The opening ceremony was also jointly held to officially launch citrus-plucking in Dingtang Town, Xiaotang Township and Gaotang Island Township, where the "Red Beauty", a premium variety of citrus fruit, grows abundantly.

11月16日上午,以“万象山海,橘香人间”为主题的第六届象山北纬30度柑橘文化节开摘仪式在象山半边山举行。在盛产红美人的定塘镇、晓塘乡、高塘岛乡也同步举行了开摘仪式。

Kozinets Ivan and Daria Privalova, two Russian students currently studying at Ningbo University, had tasted "Red Beauty" before, but it was their first time visiting citrus-producing regions and the festival. They were captivated by the spectacular display of distinctive intangible cultural heritage products at the ceremony in Dingtang Town. Farmers' paintings celebrating their rural life were in unique

styles and vibrant colors; cute "Red Beauty" blessing sachets left Daria dazzled and eager to try a hands-on experience in making one with the help of an intangible cultural inheritor; delicate stone paintings depicting local apples and "Red Beauty" also impressed them deeply.

来自俄罗斯的留学生 Kozinets Ivan(伊万)和DariaPrivalov(黛莎)虽然不是第一次吃“红美人”,但却是第一次来到“红美人”的盛产地参加开摘仪式。在定塘镇柑橘采摘仪式现场,两人被琳琅满目的特色非遗吸引。风格奇特,色彩鲜艳的农民画,绘制着浓厚的乡土气息,表达着对生活的赞誉;萌趣可爱的“红美人”香包,包裹着大吉大利的祝福,让黛莎忍不住向非遗老师请教,亲手体验了一番。还有精巧细致的石头画,惟妙惟肖的“苹果”“红美人”柑橘让两人大呼神奇。

"It's incredibly tasty!" Daria picked and peeled the "Red Beauty" from the trees, and the juices burst onto her hands. "Slightly sour, but I love it!" These two international students then experienced the trade of prosperous markets from the past, strolling along the floating market where many boats were loaded with full blossoming flowers and fresh fruits. Here they boarded a speedboat to the "Red Beauty"

greenhouse and plucked fruits under the guidance of local farmers. "Luscious fruits and entertaining activities! I had no idea Xiangshan was home to so much great intangible cultural heritage. Many inheritors are ordinary people but they are very professional indeed!" Ivan smiled.

"真的是太好吃了!"黛莎亲手从橘树上采下“红美人”剥开,丰富的汁水顺着手落在地上,“带一点点酸味,是我最爱的柑橘味道!”走过水上市集,看鲜花满船和瓜果满船,体会从前水上人家交易的繁华,两位俄罗斯友人乘坐快艇到达“红美人”的大棚基地,在农户的指导下,摘下一个个成熟的果实。“很好吃,活动也很好玩!没想到象山有这么多丰富多彩的非遗,而且很多非遗传承人都是普普通通的人,他们很厉害!”伊万笑着说。

A total area of 2,333 hectares of land is known to serve Xiangshan "Red Beauty" plantation this year, expecting to yield 18,000 metric tons in 1,600 hectares of planting area. In fact, orders had been placed from all over the country prior to the festival. On November 11th (China's online shopping extravaganza), Alibaba Digital County, in collaboration with Ningbo Supply and Marketing of Agricultural Products E-commerce Limited, as-

sisted farmers in livestreaming "Red Beauty", registering record pre-sales of over 25,000kg and a sales revenue of over 1 million yuan. "Gaolaodie" fruits and vegetables specialty cooperative in Gaotang Island Township, Xiangshan, sold 4.5 million yuan of "Red Beauty" last year and has received a third of the cash order this year. "This year our 'Red Beauty' tastes better, and its sales will boom!" Gao Zeng, director of the specialty cooperative, asserted.

据了解,今年象山红美人栽培面积达到3.5万亩,预计投产2.4万亩、产量1.8万吨,一产产值将达8亿元。事实上,在红美人正式开摘前,订单就已从全国四面八方飞向象山。前几天的“双11”,阿里数字乡村联合宁波供销电商助农直播团队,带货象山红美人,创下了预售2.5万多公斤的骄人战绩,实现销售收入100多万元。象山县高塘岛乡的“高老爹”果蔬专业合作社,去年销售450万元红美人,今年已经拿到了三分之一的现金订货款。“今年的品质比去年更好更甜,销售应该更上一层楼!”负责人高增对此信心满满。

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