

**Title** The current situation and prospect of citrus industry in Hubei province  
**Author** Bao J.F.  
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### **Abstract**

Hubei province is located in the middle of People's Republic of China with latitude from 29°05' to 33°20' and longitude from 116°07' to 108°21'. The annual average temperature is 15°C to 18°C and the annual rainfall of 800 mm to 1700 mm. It is one of the suitable regions for citrus plantation with abundant citrus resources and long plantation history. Citrus industry has made significant contribution for the development of rural economy with total areas of 188991 ha, total yield of 2115561 t and total out put values of 28.8 billion Yuan in 2007. Its citrus germplasm resources are abundant with various cultivated forms, the mandarins, the oranges and the pummelos have been grown here with percentage of 87.7%, 11.5% and 0.8% respectively and the mature period has been lasted from August to next May. Nowadays, citrus growing has been concentrated on 3 superior regions of Mid-yangtze River Reach, Danjiangkou Reservoir Area and Qingjiang River Valley, which are among the superior region designed by MOA, with the citrus areas of more than 80% to the total. The fruit quality has the features of high TSS, high TA and dark peel colour, and by way of harvesting after complete mature, the citrus fruit will taste daintily and deliciously. Furthermore, the branding construction has been conducted smoothly. Two collective brand of "Yichang Mandarins" and "Zigui Orange" have been registered, "Yichang Mandarins" has been accepted in Mid-yangtze River Reach, and that of "Zigui Orange" accepted in 3-gorge Areas. In the future, such significant measures as intensive management, standardization production, differentiation strategy, branding construction production, differentiation strategy, branding construction and industrialization operation will be taken completely to develop the highest quality citrus orchards by means of water control during the course of fruit mature and temperature control in the winter, you will find the newly-harvest fresh citrus fruit of Hubei province in the market all over the China. The citrus industry of Hubei Province has big potential, and will do have a wide prospect.