



## Korla Fragrant Pear

### 库尔勒香梨

Korla Fragrant Pear is produced in the administrative areas under the jurisdiction of Korla City, Aksu City, Alar City, Yuli County, Luntai County, Kuche County, Shaya County, Xinhe County, Awati county and Wensu County in Xinjiang Uygur Autonomous Region. The protected area is located at the south foot of Tianshan Mountain and the north edge of Tarim Basin, with an altitude of 850-1125 meters. It belongs to the inland arid temperate climate, with sufficient sunshine, less precipitation and large evaporation.

The unique natural geography and climate conditions determine the unique quality of Korla Fragrant Pear. The fruits of Korla Fragrant Pear are broadly oval or spindle-shaped, with green or yellow green peel and some with red halo. It has the characteristic of thin peel, white flesh, tender and crisp taste, juicy and sweet flavor, fragrant smell. The fruit is very durable for storage.

In recent years, the local government and industry association have continuously improved the geographical indications protection level, issued relevant protection documents, launched special actions to safeguard rights and crack down on counterfeits, carried out promotion activities in large-scale supermarkets to popularized information to consumers. These measures have achieved good results and continuously optimized the business environment.

(Courtesy of the IP Protection Department of CNIPA)

库尔勒香梨产自新疆维吾尔自治区的库尔勒市、阿克苏市、阿拉尔市、尉犁县、轮台县、库车县、沙雅县、新和县、阿瓦提县、温宿县等三市七县现辖行政区域。保护地域地处天山南麓、塔里木盆地北缘，海拔 850 米至 1125 米，属于内陆干旱温带气候，日照充足、降水量少、蒸发量大。

得天独厚的自然地理和气候条件决定了库尔勒香梨的独特品质。库尔勒香梨果实广卵圆形或纺锤形，成熟时果皮绿色或黄绿色，部分果实带有红晕。果皮较薄，果肉白色，细嫩酥脆，汁多味甜，有芳香，果实极耐贮藏。

近年来，当地政府与产业协会不断加大地理标志保护力度，出台相关保护文件，启动专项维权打假行动，在大型商超开展推广活动，向消费者普及消费维权信息，取得良好效果，持续优化营商环境。

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