California-based fruit group Limoneira (NASDAQ: LMNR) has launched a South African company, in a partnership called Real Citrus with Re:inc.

The move to create Limoneira South Africa forms part of the group's One World of Citrus model, following on from an **investment in Chilean lemon grower Rosales** in late 2014.

The Real Citrus partnership will represent and manage packing and sales opportunities in the African continent. To be based in Paarl, Limoneira SA will source fruit from South African growers, packing the fruit locally for marketing and global sales.

"Africa is one of the largest citrus exporting continents in the world - exports are almost 4 times larger than California's and Arizona's combined," Limoneira chief operating officer Alex Teague said in a release.

"This represents another promising opportunity for supplying our global customers year-round. Limoneira S.A. will also pursue investments in joint venture farming and packing operations in South Africa."

Limoneira agricultural director Mark Palamountain echoed Teague's comments.

"We're delighted to partner with Re:inc. They have extensive experience in getting world class fruit to market, and they mirror Limoneira's commitment to sustainability, stewardship and innovation. This continues our mission of perfecting the 52 week citrus supply chain," he said.

Re:inc CEO Riaan van Wyk said working with Limoneira made perfect sense.

"Their 124 year history of growing high quality citrus for export is admirable as is their responsibility for sustainability. It will be exciting to harness our combined talents to benefit our customers," van Wyk said.

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