

The South African summer citrus program for the United States market has a new name and look, which were recently unveiled at a planning session in the Western Cape for the 2016 season.



The Western Cape Citrus Producers Forum (WCCPF) will now be known as Summer Citrus from South Africa (SCSA), which plans to increase volume this year, launch a new website in June, conduct its first ever digital consumer promotion in July and make a bigger distribution push into the U.S. Midwest.

At the event in Citrusdal, SCSA grower Gerrit vd Merwe confirmed that crop has increased from 2015, and the expectation is that all citrus will continue to increase over the next five years.

Navels will continue to lead in volume, accounting for 60% of the group's citrus, while Midknights account for 20%, followed by easy peelers at 14%, and Star Ruby grapefruit and Cara-Cara at 3%.

The first easy peeler crop is set to arrive in May, while the first conventional vessel will arrive at the Port of Philadelphia the third week of June; this is consistent with previous years.

"We're pleased to see the demand of our products grow year after year with the support of our importers." SCSA CEO Suhanra Conradie said in a release.

"We have gained a lot of momentum with our collaborative approach and we intend to keep it going."

DMA Solutions, Inc. CEO Dan'l Mackey Almy and account director Marci Allen unveiled the new Summer Citrus from South Africa brand name, logo, and identity, along with the 2016 marketing strategy.

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