

US imports of South African citrus continue to grow

"Our citrus is available in the US market as of late June throughout the entire summer season", says Suhanra Conradie with Summer Citrus from South Africa. The first conventional vessel of SCSA will arrive at the Port of Philadelphia the third week of June. This is consistent with years past. "The US is a fantastic market for South African citrus because of the window during summer months when domestic product is not available," Conradie added.



Refreshing summer snack

Citrus is popular during the summer months in beverages and refreshing desserts. In addition, it can be enjoyed as a healthy and portable snack as well as a great flavor addition to summer grilling. US demand continues to increase and as a result, South Africa's export volumes continue to expand year after year. South Africa's Western and Northern Cape have full access to the US market and Summer Citrus from South Africa's objective is to maintain and expand its market in the US.

South Africa's citrus production peaks early June. "This year's growing conditions have been very good, despite lower rainfall levels. Fruit has good internal and external quality, and tastes fresh and sweet," shared Conradie.

Re-brand

Earlier this year, Western Cape Citrus Producers Forum re-branded into Summer Citrus from South Africa to clearly communicate the seasonality and origin of the fruit. "We know we want to have a brand that shoppers can connect with and easily understand," mentioned Conradie. Part of the brand's marketing efforts include the launch of a new website, an elevated social media presence and a digital consumer promotion with select blogger partners.



In collaboration with its four import partners Seald Sweet, Capespan, DNE and AMC, Summer Citrus from South Africa plans to establish a unique South Africa brand identity.

Please visit us at booth 1731 at United Fresh.

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