

Increased South African citrus shipments through Houston

Summer Citrus from South Africa is continuing to grow business with retailers in Midwestern and Gulf states with a 300 percent increase in tonnage flowing through the Port of Houston this season.

Each year, approximately 50,000 tons of South African Navels, Easy Peelers, Midnights and Grapefruit are imported into the U.S. primarily through the ports of Philadelphia and New York. As demand for South African citrus has increased, so have efforts to secure additional entry points into the U.S. market; now in its third season working with Summer Citrus from South Africa, the Port of Houston is the only Southern U.S. port approved by the United States Department of Agriculture for this fruit's specific cold treatment program.



"With the complex USDA regulations, we are pleased that we have been able to accommodate the South African program," noted John Moseley, senior director of trade development for the Port of Houston Authority. "Our partnership is a result of the brand's commitment to sending quality product, and we're thrilled to be doing business for another year."

In order to support the increased volume of Summer Citrus from South Africa in Midwestern and Gulf states, the brand has partnered with regional bloggers to fuel demand at their local retailers. Paired with the new website design and social media presence, the brand is confident that shoppers will continue to seek fresh, great tasting citrus in the summer months.

"We're confident that our consumer marketing campaign will inspire more interest in the brand," said Suhanra Conradie, CEO of Summer Citrus from South Africa. "Coupled with our increased distribution, we expect to see positive sales growth from the elevated presence that Summer Citrus from South Africa will have this season."

For more information:
www.summercitrus.com

Publication date: 7/29/2016

© 2016 FreshPlaza. All rights reserved.

