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Announcements

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Job offers

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Post-Harvest Senior Manager
Required- Kenya
Product Development and R&D
Engineer (Greenhouse and Equipment) - Canada
General Manager Latin America - Mexico
Sales Director - Singapore
Sales Manager Fertilizers France (Home based)
General Manager Asia (China)
Management Trainee/Operational Manager (Mexico)
SALES REPRESENTATIVE - Spain
Quality Assurance Manager – Australia (Sydney)
Great marketing roles due to growth and expansion

Specials

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Viva Fresh
Greenhouse
South Africa
Grapes
Australia and New Zealand
Fruit Logistica
Organic
Bananas
Exotic / Tropical
Year Overview

Top 5 - yesterday

55% increase of Verna lemon production in Spain
Don Limón goes organic in Europe
'Afrocados' increase incomes of 20,000 Kenyan farmers
"Our farming practices are increasingly green."
Farm attacks on the increase in South Africa

Top 5 - last week

Piet Smit, Favourite Fresh Export

"Our farming practices are increasingly green."

The Western Cape citrus season starts later than other citrus producing regions, up to four weeks later than the northern citrus areas: down south the season opens now with soft citrus, while the first Star Ruby grapefruit are already being harvested in Tshipise, close to the Zimbabwean border.

In the winter of 2016, Citrusdal's rainfall season was better than 2015 and therefore citrus producers are in a better position than last year. "There was good fruit set during August and September," says Piet Smit, marketing director for North America, the EU and the UK at Favourite Fresh Export in his office at the company's packing plant, Cedar Pack. They haven't yet started packing; the sorting machines are being serviced in preparation for the start of packing season in week 18, starting with clementines and early navels.

"Historically Citrusdal was a navel producing area but over the past ten years we've seen a trend towards soft citrus. However, the new M7 early navel cultivar shows promise and our navel estimate is 7 or 8% up. Valencias are 18 to 20% up, and soft citrus a bit higher." He reports that last year's harvest was very clean and, at this point, it looks like this year could be the same.

Cedar Pack handles about 500 000 to 600 000 15 kg-cartons, which is then marketed by Favourite Fresh Export. Their marketing arm that was founded around 8 years ago. The company's production area is 300ha planted with mostly early clementines, early navels and late mandarins. Because the region is later than other citrus regions, early varieties are often planted.

Favourite Fresh Export sends about 70% of its produce overseas; the roughly 30% of citrus marketed locally accounts for just 10% of their turnover.

Consumer preferences for easy-peelers and seedless citrus drive the citrus industry. "Soft citrus is eroding the sales of hard citrus. Worldwide consumers are moving to easy peelers. The growth of lemon is due to other reasons: 80% of the time when there's just one type of citrus in the home, it's lemons."



As for false codling moth, Smit says: "We're light years away from where we were 10 or 15 years ago. We employed a totally new approach with the XSIT initiative that releases sterile moths, causing a dramatic drop in



Brazil: The Adalgiza Avocado - new variety is officially recognized
 OVERVIEW GLOBAL APPLE MARKET
 Mexico's pineapples compete well with Costa Rica
 "Middle East market down with a lack of demand"
 "There is worldwide demand for Royal Gala apples"

Top 5 - last month

Avocado shortage in Europe until May
 OVERVIEW GLOBAL STRAWBERRY MARKET
 OVERVIEW GLOBAL AVOCADO MARKET
 South Africa: Citrus export estimates for 2017
 Brazil: The Adalgiza Avocado - new variety is officially recognized

Exchange rates [more »](#)

USD: 1.0605
 JPY: 116.22
 GBP: 0.84840
 AUD: 1.4163
 BRL: 3.3330
 CAD: 1.4114
 CNY: 7.3090
 NZD: 1.5320
 ZAR: 14.5185

Euro foreign exchange reference rates
 Source: ECB

the FCM population." ([Read a FreshPlaza article on the XSIT programme.](#))

"It's not a silver bullet, it requires an area-wide approach, but it has been very successful here. Another approach is mating disruption, where orchards are flooded with pheromones confusing male moths who are looking for the females. Thirdly there are biological control agents of FCM and we use a combination of these three approaches, unless the FCM incidence is very high – only then do we make use of chemical intervention at the start of the season." He expects that measures to mitigate FCM on citrus going to the EU will be introduced next year.

Smit, who has a background in entomology, continues: "Our farming practices are increasingly green. Chemical intervention is the last resort these days, not the rule. The amount of resources we devoted to fighting citrus black spot, about R1 billion [€71.67 million] yearly, shows how seriously the South African citrus industry regards export quality standards."

For more information:

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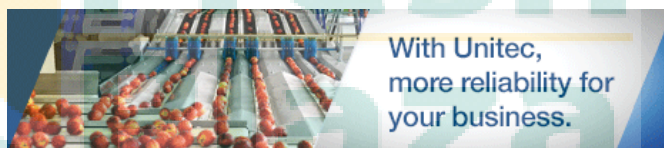
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Other news in this sector:



Clive Garrett - ZZ2

South Africa: Very good start for avocado exports

The avocado season has been under way for a few weeks now and for those exporters who have them, the market is very good, particularly in Europe "The season has been very good so far," explains Clive Garrett

from South African exporter ZZ2. "We had good rain earlier in the season so sizing is good, also there....."



Du roi lab becomes first South African facility with iso accreditation

Since its establishment in 1994 Du Roi Laboratory (Letsitele, Limpopo Province) has become a market leader in terms of the production and distribution of elite selections and disease free tissue culture plants, with a focus on the banana and sugarcane industry. Very recently this facility became the first of.....



Cederberg Tree Nursery prepares biosecurity measures

Huanglongbing not in South Africa but present in Africa

The vector of Huanglongbing (HLB) or Asian greening disease, the Asian citrus psyllid, *Diaphorina citri*, has been detected as far south in Africa as Tanzania and south-eastern Kenya, while the disease has already manifested itself in Ethiopia as well as Mauritius and Réunion. "We are fairly worried about the....."



Wayne Mudge - Cape Five

"Middle East market down with a lack of demand"

The market for South African Williams and Packhams pears has been good and this is expected to remain so. This is true for most of the markets but not for the blush pears, where this season's prices are not showing the same buoyancy as in previous years. "Pears are going okay, pretty much everything is....."



"Additional lines add flexibility"

Click here for a larger imageThe Sundays River Citrus Company has extended its packing capacity quite substantially. In 2016 it opened the Ingqweba packing facility in Kirkwood and added a line capable of packing up to 1.5m cartons annually. The second line for that facility will be implemented for the 2018.....



Foreseeing a better-than-expected, blemish-free harvest

Promising 2017 citrus season

Thanks to well-timed, efficient pest control, the Cape Town-based producer and exporter SAFE (South African Fruit Exporters) is looking forward to harvesting around 1.25 million cartons of generally well-sized, blemish-free citrus fruit on its farms in the Western Cape and Limpopo this year. SAFE's positive.....



Are high lemon prices a thing of the past?

At the moment the Middle East market has volumes of Spanish and Turkish lemons and the new South African crop is not reaching the prices it has seen in previous years. "The market is just not prepared to pay the high prices for South African lemons any more," explains a Middle East trader based in South.....



First South African Tango exports

The lemon harvest started early this season for South African company FruitOne, but the picking was then delayed in March due to rains. "Sizing generally seems to be larger and quality is looking good," according to Cobus van Graan from the company. "The benefit of the earlier start is that the South African....."



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