South Africa sends greater share of citrus to Southeast Asia, Russia

With the exception of **grapefruit** which has more or less mirrored 2016 distribution-wise, the share of South African citrus exports going to Southeast Asia is up so far this season with significant jumps in lemons and soft citrus.

In his weekly newsletter sent on Friday, Citrus Growers Association of Southern Africa (CGA) CEO Justin Chadwick said the EU had so far received a smaller percentage of fruit exports year-on-year.

The EU market's share of South African lemon exports was down by 10 percentage points at 21%, while in Navel oranges it was three percentage points lower at 35% and six percentage points down in soft citrus at 57%.

The share has also declined for the Middle East with the share of lemons dropping from 44% to 42%, in Navels down from 29% to 24%, and in soft citrus down from 8% to 7%.

"Increased market share has been experienced in South East Asia – lemon 14 to 17%; navels 13 to 14%; soft citrus 8 to 12% – and Russia – lemons 6 to 14%; navels 4 to 7% and soft citrus 8 to 13%," Chadwick said.

In grapefruit the distribution was very similar year-on-year with half going to the EU, 15% going to Southeast Asia, 4% going to North America and 3% to the Middle East.

"The only change is Asia decreasing from 20 to 18% which is taken up by Russia (7 to 9%)," Chadwick said.

"The Grapefruit Focus Group has decreased their predicted volume by 0.5 million cartons," he said, with the official estimate for the season now at 14.8 million cartons.

He added that within soft citrus, the Satsuma variety ended up being 9% less than the original estimate.

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