

Summer Citrus From South Africa first fruit arrives in the US

Kicking off the season strong, Summer Citrus from South Africa (SCSA) is proud to announce the arrival of its first vessel of citrus – containing mostly Navel oranges and Easy Peelers – to the United States. Combining efforts with sophisticated supply chain partners like Holt Logistics and the Port of Philadelphia enables SCSA to provide a steady supply of fresh, sweet and delicious citrus to the U.S. during the summer months when domestic supplies are not in season.



"We are proud partners of Summer Citrus from South Africa. Their dedication to this market has been steady, bringing excellent Summer Citrus here for the past 17 years," said Leo Holt, president of Holt Logistics. "They are a strong member of the Delaware River Port community having a steadfast commitment to the safe, fast, dedicated and direct vessel program that lands their product in a superb condition. The Liberty Bell rings in the summer in Philadelphia when the South African orange sunshine arrives."

"We're excited that Summer Citrus from South Africa producers have once again teamed up with Seatrade to bring dedicated shiploads of fresh and delicious citrus from sunny South Africa to eager consumers in the U.S.," Howard Posner, general manager of Seatrade USA, said.



Photo: Leo Holt with Holt Logistics and Piet Smit with SCSA

With growing momentum from the successful planning meeting in March, SCSA seeks to continue building a unique South African brand identity alongside its team of logistics and import partners. To reinforce these efforts, SCSA is currently hosting a three-month-long consumer promotion, Swing into Summer, that will end July 31. The addition of influencer partnerships during this promotional period provides exponential brand reach with recipes and summer inspiration to help encourage shoppers to eat more citrus during the summer months. SCSA's second vessel is scheduled to arrive by July 5, bringing more fresh, peak-of-season citrus to consumers.

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