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High citrus harvest predicted despite 2018 let down

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Total Produce, one of the largest global fresh produce providers, predicts a good season ahead for the South African citrus harvest, despite lower volumes than last year.

Higher volumes are expected for both Valencia oranges and grapefruit – in line with the 2017 harvest.

Tjeerd Hoekstra, commercial manager of Total Produce Rotterdam in The Netherlands, predicts a fair sales start to the season for grapefruit, as the Turkish and Moroccan seasons have ended.

“Grapefruit will be arriving on a relatively empty market. If we start with more realistic prices, we’ll have a better circulation,” said Hoekstra in a recent statement.

According to Hoekstra, it is too early to make predictions about orange sales as the Egyptian citrus market continues to grow at a competitive pace.