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Strong competition for SA citrus exporters

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The growth in citrus volumes seems to be a common trend in all citrus exporting countries, according to Citrus Growers' Association CEO Justin Chadwick.

Reflecting on his recent visit to Fruit Logistica in Berlin, he said that in the southern hemisphere there had been significant growth in citrus exports from Peru, Chile, Australia and South Africa.

“More than ever before, southern African citrus exporters will need to concentrate on the characteristics that differentiate our product; there will be no place for fruit that does not deliver what the consumer wants,” he said.

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