

INVESTING IN THE FUTURE of the citrus industry



With a keen focus on learning and development, the Citrus Academy continues to empower students pursuing careers in citrus. **By Citrus Academy staff**

The Citrus Academy invites students to apply for its bursary programme that is designed to support the next generation of agricultural professionals.

The Bursary Fund provides financial assistance to students pursuing degrees or diplomas in agriculture, with a focus on citrus production and research.

Eligible applicants must be citizens of SA, eSwatini, or Zimbabwe who are enrolled in a relevant agricultural study programme. The selection process

considers academic performance, commitment to the citrus industry, and a passion for agricultural development.

Recipients of the bursary gain financial support as well as access to industry networks and opportunities for professional growth within the citrus sector. By investing in education, the Citrus Academy aims to build a skilled workforce that will contribute to the sustainability and innovation of the industry.

Applications open from 1 June–15 September 2025. Interested students are

invited to submit a completed application form, academic transcripts, and a motivation letter online before the deadline.

Take the first step toward a rewarding career in agriculture today.



Scan the QR code for more details and to apply.



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Above: Product checkweigher Below: Jumble filler



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International orange juice price RIPPLE EFFECT

The recent spike in the international trading price of orange juice has impacted orange producers' sales strategies.
By Mitchell Brooke



The Citrus Growers' Association (CGA) of Southern Africa recognises as a strategic focus, the effects of the global orange juice price. This article supplements previous content by Jon Roberts and Precious Kunota.

Orange producers' paradigm shift, sparked by the high international trading price of orange juice, is understandable from a producer's perspective. It makes business sense, after all, to maximize returns and profit.

The impact of the international orange juice price was particularly significant during the local 2024 Valencia season when the price reached US\$ 0.60 per pound. At this price, local orange producers were receiving around R5 000/tonne and reports indicated that some producers were receiving upwards of R6 000/tonne.

When assessing the impact of this trend on fresh orange export volumes, it

is clear that more oranges were diverted from the fresh export market to local processing, particularly in the Northern Regions. In March 2024, the estimate for Valencias from the Northern Regions was 41.47 million 15kg equivalent cartons. But the final volume produced was 33.8 million cartons – a difference of 7.67 million cartons. Compared to the Western Cape Region, there was no significant difference in fresh export volumes from the Eastern Cape Region.

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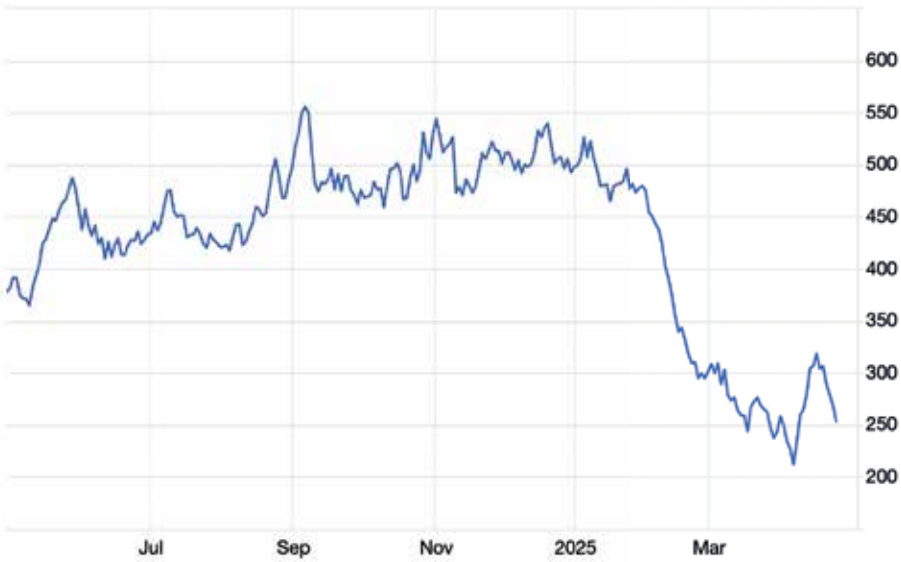
A major differentiating cost factor between the Northern Regions and regions that are closer to ports is transportation. The price differential of transportation can range from R8.00 to R15.00/carton. Given that producers were offered upward of R5 000/tonne, the economics of orange juice production became more favourable than fresh exports. This is particularly relevant considering SA's high transportation costs, which have remained at elevated levels for at least a decade.

Looking ahead to the 2025 season, as of 31 March, the international orange juice price had plummeted to US\$ 0.24 per pound. The per-tonne equivalent translates to roughly R2 000/tonne (or approximately R30.00/15kg carton, down from R75.00/carton in 2024). This declining trend could prompt producers to revert to fresh exports, drawn by the higher per-carton price for fresh exports. This shift would likely lead to an increase in orange exports from the Northern Regions.

In 2021, the Northern Regions produced a combined 40.62 million 15kg equivalent cartons of Valencias, while the 2025 season estimate stands at 36.2 million cartons. However, the total Valencia production in the Northern Regions could reach as high as 42 million 15kg equivalent cartons (or even marginally higher due to crop growth).

Figure 2 shows seasonal production volume trends for the Northern Regions, indicating a potentially very high production rate of Valencias between weeks 28 and 32. This, combined with Late Mandarin production, is expected to result in what has been termed "The Super Peak" production weeks.

Monitoring international orange juice price trends and liaising with the Orange Variety Focus Group will be crucial in assessing changes to Valencia production for export. The value chain must be prepared for potential shifts in market dynamics.



Annual	Previous	Highest	Lowest	Dates	Units	Frequency
233.97	237.30	589.00	54.20	1977–2025	US\$/Lbs	Daily

Figure 1: International orange juice price (Source: Tradingeconomics.com)

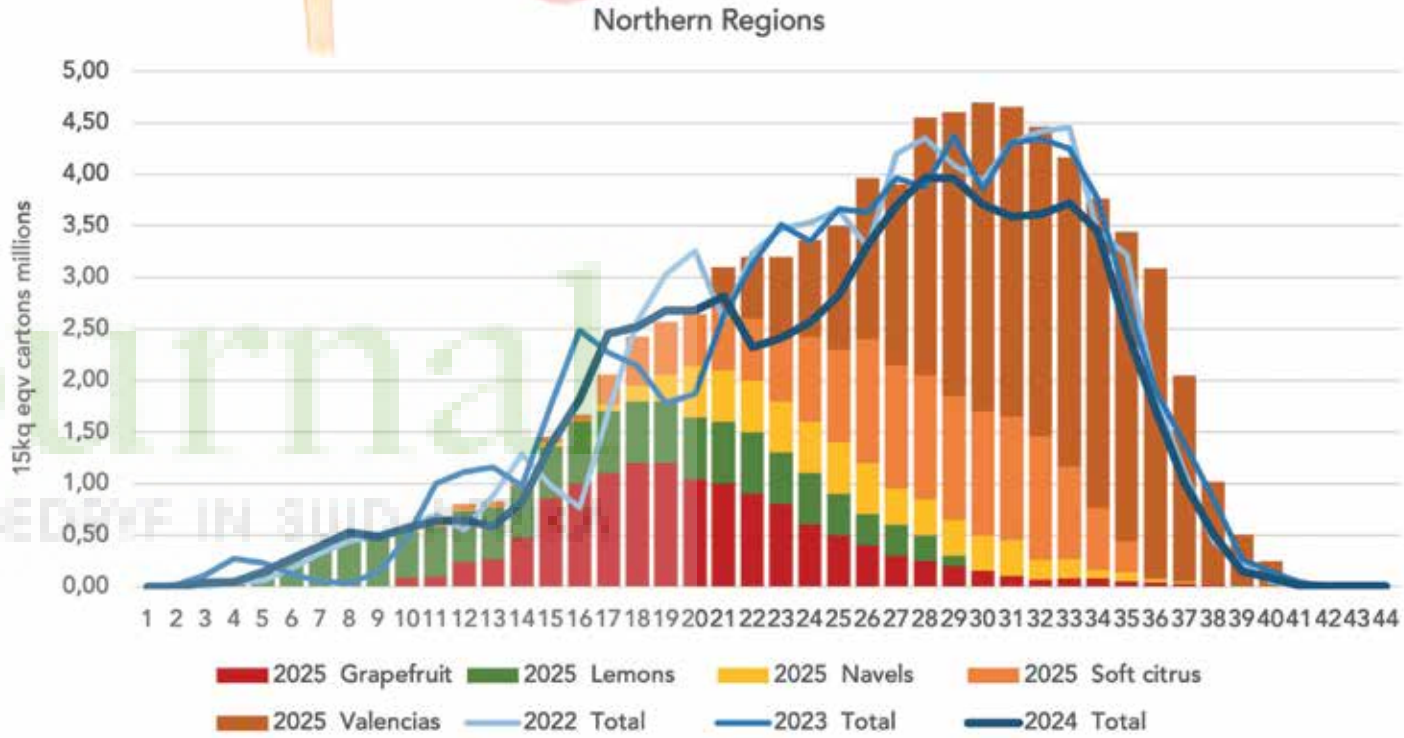


Figure 2: Northern Regions citrus export production estimate by week, by commodity 2025

The biggest producers of orange juice are Brazil, the US, the European Union, China, and Mexico. Eighty-five percent of the world market is divided between Florida and São Paulo. While Brazil exports 99% of its production, 90% of Florida's production is consumed in the US. Orange juice is traded in the form of frozen concentrated orange juice to reduce the volume used (Tradingeconomics.com).



The current declining international price trend for orange juice may prompt producers to revert to fresh orange exports.