

IMPORTS AND EXPORTS

Citrus industry achieves major market diversification success

21 Jul 2015 - by Staff reporter

South Africa's citrus export industry has made major strides in its market diversification efforts with oranges, for example, exported to 37 more markets in 2013 than in 2002.

It's one of the interesting stats in a recent article by Dr Ernst Idsardi, Agricultural Economist at the Trade Research Niche Area of the Northwest University, in which he compares exports in 2002 with those in 2013.

Commenting on the findings, Citrus Growers' Association CEO Justin Chadwick points out that the comparison of the basket of citrus fruits exported showed that oranges remained dominant with little change (62% 2002; 61% 2013). However, mandarins (9% 2002; 13% 2013) and lemons (10% 2002; 13% 2013) have both increased at the expense of grapefruit (17% 2002; 13% 2013).

"While most of us may have been aware of these trends, it is the diversification of markets that is of interest," says Chadwick. Oranges were exported to 93 countries in 2013 compared to just 56 in 2002; mandarins were distributed to 25 countries in 2002, and 55 countries in 2013; grapefruit to 26 countries in 2002 and 59 countries in 2013, while lemons went to 33 countries in 2002 and 61 countries in 2013.

Idsardi concluded that based on the analysis the South African citrus sector was a best case study for fruit exports that could provide valuable lessons for export development in other agricultural sub-sectors.

0 Comments

1 Login ▼

G

Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS ?

Name

♥

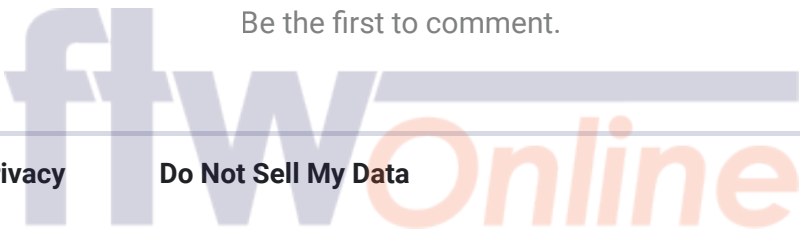
Share

Best

Newest

Oldest

Be the first to comment.



Subscribe

Privacy

Do Not Sell My Data

