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Citrus exporters face challenging season

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As the industry faces up to a difficult citrus season, responsible marketing is the watch-word according to Citrus Growers' Association CEO Justin Chadwick.

“World markets are still under recessionary pressure, protection of domestic producers has become a priority, and our own volumes available for export continue to grow,” says Chadwick.

Against this background, he believes it's important to keep unwanted or oversupplied fruit out of the market and rather sell it domestically.

He also advises exporters to ensure that they have a fixed deal on their fruit. “A chaotic marketing environment attracts speculators. Rather deal with responsible partners – those who have proven their worth through thick and thin. These responsible partners will honour contracts – preferably with definite volume, quality and price specified,” he said.

“Strict payment conditions will allow exporters to identify the responsible partners who will willingly enter such agreements, and honour them. Those calling for consignment sales or partial payment deals are hard to find when the market goes south,” he added.

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