

FROM THE DESK OF THE CEO (35/10)

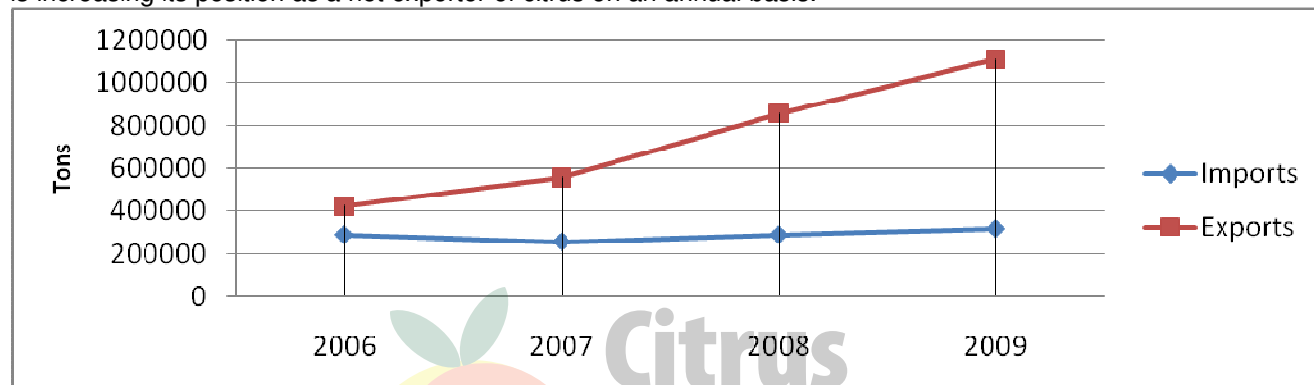
Justin Chadwick (10 September 2010)

QUOTE OF THE WEEK *"Let China sleep. For when China wakes, it will shake the world"* Napoleon Bonaparte

CHINA

Figures released by the National Bureau of Statistics indicate that exports of citrus out of China in 2009 reached 1.1 million tons – if this is the case then China would now be placed tie third with Turkey in terms of global export volume rankings. The US would have slipped to number five. This rise in volumes must be being viewed with some concern by northern hemisphere citrus producers and exporters.

The graph below shows exports and imports of citrus to and from China (including Hong Kong) – and shows that China is increasing its position as a net exporter of citrus on an annual basis.



Figures provided by Asia Fruit magazine are as follows:

China	IMPORTS			
	2006	2007	2008	2009
Oranges	63417	35814	58182	66119
Mandarins	7353	29173	12953	10762
Grapefruit	3401	3450	3504	5744
Lemons	4570	6008	5307	8988
	78741	74445	79946	91613

China	EXPORTS			
	2006	2007	2008	2009
Oranges	49620	74937	141865	180403
Mandarins	335797	397610	606886	804635
Grapefruit	38875	82692	98879	120128
Lemons	89	3516	9400	4720
	424381	558755	857030	1109886

Hong Kong	IMPORTS			
	2006	2007	2008	2009
Oranges	174256	143256	173401	176198
Mandarins	18914	19597	19781	24291
Grapefruit	12762	13856	10913	16787
Lemons	4570	6008	5307	8988
	210502	182717	209402	226264

Asia Fruit Logistica was held in Hong Kong this past week, and the growth in size and number of exhibitors reflects the growing importance of China as both exporter and importer of fresh produce. South Africa was there in style with a significant sized stand and lots of visitors. The DTI have pulled out all the stops to ensure that South African fruit has a visible presence at AsiaFruit Logistica – with South African artwork on pillars outside the venue and alongside the elevators. Stuart and Sandra from FPEF have as always been perfect hosts on the South African stand.

Most exporters into the Chinese market report that 2010 has been a good year, and the show is taking place with the backdrop of good market conditions – manageable volumes and attractive prices. In addition the quality of South Africa valencias in the Chinese market is reported to be excellent.

PACKED AND SHIPPED

To Week 35 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
SOURCE: PPECB	2008	2009	2010	2009	2010	2010	2010	2009	2009
Grapefruit	12.8 m	13.8 m	12.4 m	13.2 m	10.8 m	12.6 m	12.4 m	14.2 m	13.7 m
Soft Citrus	7.2 m	6.7 m	7.4 m	5.8 m	6.2 m	7.5 m	7.9 m	6.8 m	6 m
Lemons	9.2 m	8.1 m	9.2 m	6.7 m	6.9 m	9 m	9.2 m	8.7 m	7.7 m
Navels	21.4 m	19.3 m	23.1 m	18.1 m	20.5 m	21.4 m	23.1 m	19.4 m	19.1 m
Valencia	30.8 m	28.7 m	34.4 m	18.7 m	19.9 m	41.3 m	41.5 m	38.5 m	35.3 m
Total	81.4 m	76.6 m	86.5 m	62.5 m	64.3 m	91.8 m	94.1 m	87.6 m	81.8 m

GROWERS' FUND THEIR FUTURE THROUGH THE ACTIVITIES OF THE CITRUS GROWERS' ASSOCIATION, CITRUS ACADEMY AND CITRUS RESEARCH INTERNATIONAL