Citrus Growers' Association
OF SOUTHERN AFRICA
Grower levies working for you!

FROM THE DESK OF THE CEO (23/12)

Justin Chadwick (15 June 2012)

QUOTE OF THE WEEK "Never explain – your friends do not need it and your enemies will not believe you anyway" Elbert Hubbard

CELEBRATE SUCCESS: Victories to the Springboks and Baby Boks over the old enemy (England) in 1 week!

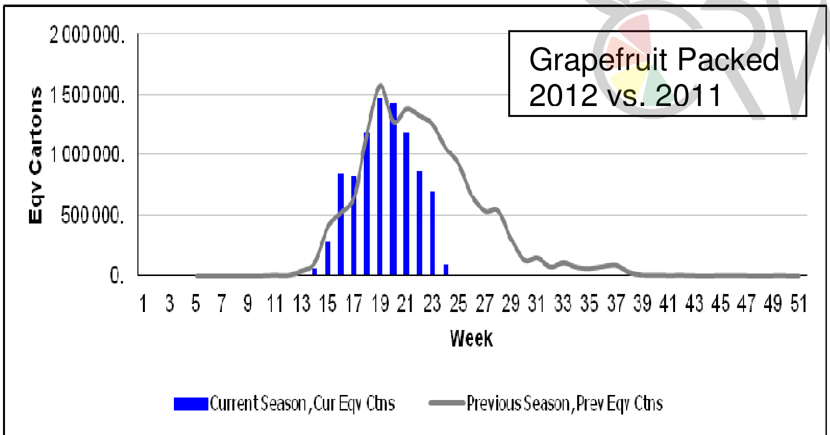
PER CAPITA CONSUMPTION OF CITRUS (Kg per capita per annum)

	Soft Citrus	Oranges	Lemon	Grapefruit
Japan	7.5	0.9	0.4	1.4
EU 15	4.5	6.5	1.5	0.8
Russia	4.5	3.1	1.5	0.4
Canada	3.6	6	1.5	1.3
Ukraine	2.5	2.8	1.3	0.4
USA	1.5	4.2	1.7	1.2

A recent presentation by CIRAD on the per capita consumption of citrus in selected countries around the world makes for interesting reading.
Imagine the increase in citrus sales that could be achieved if Americans consumed as much soft citrus as the Japanese? Or Eastern Europeans consumed as many oranges as the EU?
The Japanese come out on top in the consumption of soft citrus and grapefruit – but the lowest in terms of oranges and lemons – could there be an opportunity to increase consumption of these categories in Japan? Don't the Japanese consume a lot of fish? It tastes better with fresh lemon juice.
We all know that lemon demand tends to be inelastic - consumers consume the same amount irrespective of the price. It seems that the amount consumed around the world is also very similar – only Japan being an "outlier".
Grapefruit consumption is quite dismal – even in the higher consuming markets (Japan, Canada and USA).

PACKED AND SHIPPED

The **grapefruit** market seems to be well balanced at the moment – with fair returns back to the growers. Buyers are advised to take note of the information supplied below. To date export distribution is tracking closely the 2011 pattern – Japan 27% (2011 & 2012); Northern Europe 39% (2011 36%); Russia 8% (2011 11%).
For **lemons** a greater percentage has been supplied to the Middle East (47% vs 36% in 2011) at the expense of Northern Europe at 12% (2011 15%); Russia 14% (2011 18%) and UK 6% (2011 9%).
For **soft citrus** 2.1 million cartons of the estimated 2.6 million cartons of clementines have been packed. The UK has received 53% of soft citrus exports to date (2011 36%) at the expense of Russia 10% (2011 12%), Northern Europe 16% (2011 19%), Middle East 5% (2011 12%) and Asia 5% (2011 7%).



A picture tells a thousand words – and those who doubted the Grapefruit Focus Groups prediction of a fast diminishing crop just need to see the precipitous drop in packed figures over the past few weeks compared to last year to realize the reality of the situation. With sizing distribution tending to smaller fruit a lot more has been sent for processing. Buyers should be aware of this trend, and not lose out on providing their customers with what is proving to be good quality fruit.

To Week 24 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
SOURCE: PPECB	2010	2011	2012	2011	2012	2012	2012	2011	2011
Grapefruit	8.4 m	9.7 m	8.8 m	8.7 m	8.2 m	15.2 m	11.9 m	16.2 m	15.3 m
Soft Citrus	5.1 m	4.6 m	4.4 m	4.1 m	3.7 m	7.6 m	7.1 m	6.9 m	6.7 m
Lemons	5.5 m	4.7 m	4.3 m	4.1 m	3.7 m	11.1 m	10 m	10.8 m	10.2 m
Navels	9.8 m	8.8 m	8.9 m	4.2 m	5.2 m	22.9 m	21.9 m	21.2 m	
Valencia	0.7 m	0.9 m	1 m	0.2 m	0.3 m	46.1 m	46.1 m	44.2 m	61.7 m*
	29.5 m	28.7 m	27.4 m	21.3 m	21.2 m	102.9 m	97 m	99.3 m	93.9 m

'* All oranges

GROWER FUNDED ACTIVITIES OF THE CGA, CRI AND CITRUS ACADEMY
ENSURE A GLOBALLY COMPETITIVE SOUTHERN AFRICAN CITRUS INDUSTRY