

"But the cavalry arrived only in the movies" Stephen King

SOUTH AFRICA'S COMPETITION WITH DOMESTIC ORANGE PRODUCERS IN EUROPE

Freshfel prepared some very interesting graphs regarding consumption of oranges in the EU throughout the year. What is very clear from these graphs is that South Africa actually does not compete with domestic European production. From January to May there is no South African ORANGES in the market – Spain, Italy, Greece and Egypt are the main competitors, with small volumes from Morocco, Tunisia and Turkey. This is also the case in November and December. During the European off season, South Africa starts up in July, supplying through to October together with small Spanish volumes as well as southern hemisphere supplies from Argentina, Uruguay, Peru and Zimbabwe.

Consumers are faced with many options in the fresh produce aisle – they can only buy what is on the shelf. If a loyal orange consumer opts for an alternative due to no product being available, and if they have a good eating experience with this alternative fruit, they may not move back to oranges when available again. As such the number one and number two suppliers of oranges to the EU (Spain and South Africa) should be the closest of friends – these two countries can ensure that consumers are able to choose excellent quality, safe, nutritious and healthy oranges all year round.

Unfortunately, growers in the EU are fed a lot of fake news. The first bit of fake news is that South Africa has a big impact on the market for domestic European oranges; these graphs (from Eurostat and European industry sources) clearly exposes that fake news. The other fake news is about biosecurity – South Africa has the worlds' leading citrus researchers; their research ensures that South Africa can export oranges while maintaining the allowable level of protection for domestic European orchards. There is an immense amount of literature on the success of South African global exports and phytosanitary compliance. We would love to engage directly with European citrus growers to dispel the scaremongering of certain elements in Europe.

As a global citrus family we should be working together to keep consumers loyal to our fantastic fruit.



PACKED AND SHIPPED

End of Week 33 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AGRIHUB	2020	2021	2022	2021	2022	2022	2022	2021
Grapefruit PP (17kg)		2.6 m	2.5 m	2.2 m	2.0 m			
Grapefruit Class1&2 (17kg)		12.4 m	11.4 m	12.1 m	10.5 m			
Grapefruit	15.3 m	17.0 m	15.8 m	16.2 m	14.1 m	16.8 m	15.8 m	17.5 m
Mandarins	20.6 m	25.9 m	27.4 m	21.8 m	25.8 m	34.5 m	34.1 m	30.9 m
Lemons	26.1 m	28.3 m	32.8 m	26.1 m	31.2 m	32.3 m	33.1 m	31.0 m
Navels	24.2 m	25.1 m	24.8 m	22.0 m	24.4 m	28.7 m	26.9 m	27.2 m
Valencia	30.4 m	28.7 m	29.9 m	18.1 m	23.1 m	58.2 m	56.4 m	55.0 m
Total	116.6 m	125.0 m	130.7 m	104.2 m	118.6 m	170.5 m	166.3 m	161.6 m