GLOBAL CITRUS SCAN (25/2009)

John Edmonds (3 July 2009) Citrus Growers Association (CGA)

Exchange Rate at 13:40 R/$ 7.94 R/€ 11.11 R/£ 12.95

Spain : Most varieties do not cover production costs but the price is multiplied by up to seven in the export

Clearances confirmed the worst predictions of AVA-ASAJA: 40% of citrus could be lost in 2 years. After accumulating substantial delays, the citrus markets are seeing mass liquidations in this current campaign. Only producers of some early mandarins and other later ones as well as those who placed their harvest to a consolidated mark have obtained good prices or have been able to sell their crops above the production cost…The costs, the number of mandarins and oranges that have been collected and sold, has been far less than usual because of the low quality citrus forced a fall of between 20 and 30% of the crops, which were lost in the tree or lost in the production. "In late November we gave a warning and even tried to convene a citrus stop; before the end of the year there was a loss of more than 134 million of Euros, and in March that amount rose to 239 million. The liquidations confirm our worst fears, the industry has already moved beyond the scope of the imaginable and in two years up to 40% of the surface area of Valencian citrus could disappear" warns AVA- ASAJA, President Christobal Aguado.
[AVA-ASAJA; 19 June 2009]

EU SURVEY ON F&V CONSUMER SATISFACTION

EU consumers seem to be satisfied with their fruits and vegetables purchases, according to the latest European Commission's survey just released.
With regard to the place of purchase, the survey found that 7 out of 10 consumers are satisfied with their retailer when it comes to buy fruit and vegetables fruit and vegetables. Supermarkets and hypermarkets are consumers' favourite distribution channel to buy fresh fruit and vegetables (69% average in the EU-27), followed by discount stores (34%), street markets/farm shops (33%).
Overall, EU consumers seem to be satisfied with the value for money offered by their fruit and vegetables retailer (62% satisfied).
In three countries, the proportion of consumers who are satisfied with their retailer's prices is below 50%. This is the case of France (40%), Latvia (47%) and Spain (48%).
[Green Med 19 June 2009]

Big rise in Chilean orange exports

Season-to-date shipments have increased more than 200% over the corresponding period last year according to information service provider Simfruit.
[Reefer Trends; 03 July 2009]

Russia: Price for lemons to decrease in Moscow

The leading specialists of Moscow fruit and vegetable market report about price decrease for lemons that was observed during the current week. It should be noted that in the middle of the last week prices for this produce were declared at the level of 1.25 euro/kg. At the moment most wholesalers declare prices for lemons imported from Spain within a range of 1.02-1.07 euro/kg.
[lol.org.ua; 2 July 2009]

First ship of South African citrus arrives in Philadelphia

Citrus importers have officially kicked off the start to the summer's South African orange and clementine program. The Asian Lily arrived in Philadelphia June 24 for offloading. Although some containers with fruit from the Western Cape region had already arrived on the East Coast, the Asian Lily is the first bulk reefer vessel dedicated to South African citrus exports this season.
The ship contained about 600,000 5-pound cartons of clementines and 98,000 33-pound cartons of navel oranges. It left Cape Town on May 31. The next ship, the Asian Orchid, is scheduled to arrive in Philadelphia the first week of July. About 300,000 cartons of clementines and 187,600 cartons of navels are on that ship, said Piet Smit, chief executive officer of the Western Cape Citrus Producers Forum, the Citrusdal, South Africa. The South African imported citrus season ends in October.
[The Packer; 26 June 2009]

Australian citrus arrives in California

CARSON, Calif. — Judging from early quality and volume projections, consumers and retailers alike can look forward to a good summer for Australian navel oranges. The second load of season arrived at Long Beach, Calif., from Adelaide, Australia, June 26, and navels were making their way into the distribution channels by the last week of June, said Stu Monaghan. Some of the fruit was destined for Midwest markets, he said. Because of freight costs, most Australian citrus typically is marketed in the West. Volume should reach 1.75 million cartons this year, up from last year's 1.5 million. The U.S. Department of Agriculture reported prices of mostly $21.48-23.50 for 7/10 bushel cartons of size 56, 72 and 88 First Grade late navel oranges from California June 26….Monaghan expected Australian navels to open at $26 for size 72s and 88s, and he anticipated that 56s and larger would go for $30. How long those prices hold could depend on the timing and volume of the Chilean citrus deal.
[The Packer; 30June 2009]

Citrus prices on FreshPlaza.com and AGF.nl

Please click on the link below to display these prices which are average Free on Truck prices in Euros recorded in the Dutch fresh produce market and can be taken as an indication for the European situation.
http://www.freshplaza.com/price-watch/archief/2009/citrus_week27-09.pdf

If you need more information on any of these issues, or if there is anything else that CGA can assist with, please contact us at 031 7652514, or johne@cga.co.za
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