



GLOBAL CITRUS SCAN (35/2009)

John Edmonds (18 September 2009)

Exchange Rate at 13:00 R/\$ 7.44 R/€ 10.93 R/£ 12.16

Citrus Growers Association (CGA)

Late Start for Spanish Citrus

Inspectors from the Spanish official export surveillance and regulatory authority SOIVRE have reported that the citrus season is running at least one to two weeks behind recent averages. They have also indicated that last year's problems with sizing are not being repeated this season. But growers' leaders are warning against over-eagerness on the part of producers keen to fill a gap in the marketplace. Cristóbal Aguado, president of Ava-Asaja, said: "There is the risk that certain unscrupulous operators try to take advantage of an opening on the market and bring forward the harvest, even though they know that their Clementines have not yet reached the right level of maturity."

[freshinfo.com; September 17, 2009]

California Navel crop to increase

The crop in California's Central Valley, which accounts for 98% of Navel production, is forecast to rise by 11m cartons this season.

[Reefer Trends; 16 September 2009]

Spanish region of Valencia enters Russian market

Russia will be the focus on a major promotional campaign by the Spanish region this season, aiming to increase Clementine shipments. The Spanish region of Valencia is set to make Russia the focus of its citrus promotional campaign this season, as many leading producers in the sector believe the country has major potential for export growth. Morocco, which already exports substantial volumes of clementines to Russia, is Valencia's principal competitor in the country. Valencia's director of marketing said that the Middle East is also a market of great interest to the region's exporters, revealing that the Generalitat will be heading a trade delegation of leading firms to Dubai in November. In terms of other markets, she said that the region is likely to schedule further clementine shipments to Taiwan following a successful export trial in May this year.

[Fedecitrus.org; 16 September 2009]

Florida citrus leaders seeking support for higher research tax to sustain greening fight

Florida citrus industry leaders will ask the Florida Citrus Commission today to support tripling a state tax that raises money for scientific research. At issue is the current 1 cent tax growers pay on every box of citrus harvested in Florida to support citrus-related research. It currently raises about \$1.5 million each citrus season, and a growers' group, the Florida Citrus Production Research Advisory Council (FCPRAC), decides how to spend the money. Florida citrus growers first approved the research tax in 1991 and reapproved it overwhelmingly in 1997 and 2004 referendums. The research tax is separate from the 74-year-old box tax that finances the Citrus Department, which also supports citrus research.

[theledger.com; 16 September 2009]

Navels from Chile challenge Aussie orange exports

A surge of Chilean citrus exports to the United States has come at a huge cost to the Australian export industry. The unexpected competition has meant that the amount of fruit sent on the last vessel to America has been scaled back. Steve Allen, from citrus exporter Riversun, says combined with a slow economy, sales aren't as good as previous years. "Chile put in 1.3 million cartons of navels which was way beyond anybody's expectations," he says.

[Source: abc.net.au; 15 September 2009]

Brazil: Raise in lemon prices making sour the Brazilian national drink

The popular combination of lemon, sugar and rum that results in the famous caipirinha drink is costing on average, 40% more to Brazilian wallets this month. The FGV Weekly Consumer Price Index (IPC-S) shows that in the caipirinha case, the villain is the lemon, which tripled in value: According to the Institute of Economic Research Foundation (FIPE) indicators, although showing different numbers they confirm an increase of 92.06% in lemon prices, 1.05% in spirits and 1.01% in sugar (in four months).

[foodbizdaily.com; 14 September 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_week35-09.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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