



GLOBAL CITRUS SCAN (39/2009)

John Edmonds (23 October 2009)

Exchange Rate at 12:40 R/\$ 7.44 R/€ 11.20 R/£ 12.22

Citrus Growers Association (CGA)

Low pricing threatens Spanish citrus

Spanish citrus growers are already warning that price pressure from supermarkets in the UK and across Europe is threatening to derail their season just as Morocco announces a 10 per cent increase in citrus output. A spokesman for Valencia growers' association Ava-Asaja told freshinfo: "It is not just Spanish supermarkets, but multiples in the UK and elsewhere in Europe that are negotiating prices down. There are dips in production this year so the pressure of the retailers is going against all logic."

[FPJ: 12 October 2009]

Chilean Government faces US\$108m fruit lawsuit

Chile's fruit exporters claim that the country's state-controlled agricultural inspection agency has overcharged them for inspection and certification services.

[Reefer Trends; 21 October 2009]

Italian citrus crop 'back to normal'

After anomalous seasons for the past two years, 2009/10 is forecast to see an increase in orange and soft citrus production and a fall in the lemon crop

[Reefer Trends; 21 October 2009]

Spain ships first citrus to the US

The MV Green Brazil is the first in a total of 17/18 sailings of soft citrus planned for the US east coast this season.

[Reefer Trends; 16 October 2009]

US: Feds lift ban on shipping Florida commercial citrus

Floridians who want to ship commercial citrus to Aunt Gertrude in Louisiana or Uncle Bill in California will now be allowed to do so. Shipping backyard fruit is still a no-no. The change applies only to fruit packed at a commercial packinghouse that is following such federal protocol as disinfecting the fruit, spokesman Nolan Lemon said. Lemon said a number of studies have shown that fresh fruit that has been disinfected is not a significant pathway to spread canker. While commercial fruit shipments will be allowed, the shipment of trees, stems and leaves is still banned due to greening disease, Lemon said. Greening is another bacterial disease considered more deadly than canker. In January 2006, the federal and state governments abandoned a 10-year effort to eradicate the canker bacterium within the state, an effort that saw the loss of more than 12 million residential and commercial trees before it was declared a failure and stopped. During the eradication program, Florida removed all citrus trees within 1,900 feet of an infected tree.

[miamiherald.com; 21 October 2009]

US (FL): OJ Ads worth the tax hit on growers

Orange growers got an extra \$5.10 in their wallets for every tax dollar taken out by the Florida Department of Citrus. So concluded Neil Canter, president of Marketing Accountability Partnership (MAP) of Norwalk, Conn., in his newest annual study of advertising effectiveness commissioned by the Citrus Department. The study measured all Citrus Department spending for TV advertising, online and public relations programs.... After cutting \$3.3 million from its budget, the Florida Citrus Commission held 2009-10 tax rates to 25 cents per box on juice oranges, 35 cents for grapefruit, 7 cents on fresh oranges and 8 cents on tangerines and tangelos.

[theledger.com ; 22 October 2009]

Morocco's 2009-2010 citrus output to increase by 10%

Morocco's 2009-2010 citrus output will reach about 1.4 million tonnes, that is a 10% increase compared to the previous agricultural season, the Ministry of Agriculture and Fisheries said on Tuesday. These estimates concern different types of citrus, including small fruits (581,024 T), oranges (775,110 T) and other varieties (56,128 T)

[map.ma ; 15 October 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_week40-09.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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