



GLOBAL CITRUS SCAN (44/2009)

John Edmonds (11 December 2009)

Exchange Rate at 12:14 R/\$ 7.54 R/€ 11.13 R/£ 12.31

Citrus Growers Association (CGA)

Ethical messages ignored by majority

New psychological research into consumer choice has revealed that carbon labeling is largely ignored and pressure when deciding on purchases leaves many ethical messages discarded by the majority of shoppers.

[freshinfo.com; 30 November 2009]

Uruguay – Citrus Production to Grow for Next Season

The Uruguayan Ministry of Agriculture is expecting a large crop of citrus according to the latest survey undertaken between the 9 and 22 November, in particular with a larger production of oranges compared to last year, while the new crop would remain however below the long term average crop of the last 10 years. Production which should reach 129.000 tonnes remains indeed under pressure of drought and water deficit.

[Freshfel; 6 December 2009]

Swine flu boosts Turkish citrus sales

Frost damage in Argentina and lower output in Spain creating new opportunities for Turkey in strong global market. Citrus producers in Turkey are reportedly capitalising on lower yields in Argentina and Spain as demand in Europe and Asia increases, buoyed by consumer concerns over the spread of the H1N1 influenza virus. Speaking to the Anatolia News Agency in Turkey, agricultural official Süleyman Girmen said it had been a "golden year" so far for citrus producers in Anatolia in the south of the country, particularly in the region around Adana and Mersin. "Due to swine flu, we have seen a much bigger demand than we had expected this year," he commented. Turkey's export markets for citrus were recently extended to Japan, Mr Girmen revealed, thanks to the work done by Turkey's Citrus Promotion Group. Average prices for oranges, mandarins, grapefruit and lemons have all increased on last year's figures, according to the Daily News & Economic Review.

[fruitnet.com; 08 December 2009]

Australia: Heatwave hits citrus crops

A Renmark citrus grower says the heatwave that hit the region in October and November has wiped out most of his crop. Norm Hood says more than 98 per cent of his valencia and navel orange crop is on the ground, because the sunburnt stems could not hold the weight of the fruit. Mr Hood says most growers in the region are reporting damage of varying degrees, and this is going to hit the industry hard. "The biggest concern I think not only for me but for the whole region is the flow-on effect, because if the volume of fruit is not going to be there, it's got to have an effect on the packing houses, with our exports going overseas, and in turn it's got to affect all the pickers," he said.

"My pickers had a look the other day and they basically said, 'Norm, I don't think we'll be picking next year'."

[Source: abc.net.au ; 08 December 2009]

Argentina lemon rulemaking could begin this month

The USDA Animal and Plant Health Inspection Service said in its just-released regulatory agenda that it soon aims to issue a notice of proposed rulemaking in December for the importation of Argentina lemons. That would represent the first step in what could be a lengthy process of approving access for Argentina fresh lemons to the U.S.

The USDA said it plans to publish a rule that would allow fresh lemons from northwest Argentina into the continental U.S., excluding the citrus states of California, Florida, Texas, Arizona, Louisiana and Texas.

The agency said the rulemaking would allow Argentinian lemons to enter the U.S. while continuing to provide protection against the introduction of quarantine pests.

Argentina's lemon harvest and export season primarily occurs between March and September, McNiel said.

Trade sources have previously indicated Argentina could supply perhaps 1 million cartons of lemons per year to U.S. market. In 2005, Argentina exported about 735,000 metric tons of lemons, compared to 222,000 metric tons exported from the U.S.

[thepacker.com; 08 December 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_week49-09.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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