

GLOBAL CITRUS SCAN (22/2010)

John Edmonds (16 July 2010)

Citrus Growers Association (CGA)

Current Exchange Rate:	R/\$ 7.54	R/€ 9.69	R/£ 11.58
Last Week:	R/\$ 7.58	R/€ 9.61	R/£ 11.51
Last Year:	R/\$ 8.16	R/€ 11.43	R/£ 13.37

US: Growers Laud Senate Effort to Fund Citrus Research

The leadership of Florida Citrus Mutual today endorsed federal legislation intended to help the Florida citrus industry battle invasive pests and diseases. The bill would divert a portion of the federal tariff on imported citrus products, including frozen concentrate orange juice, to finance the Citrus Disease Research and Development Trust Fund. The money would be distributed by a nine-member board comprised of representatives from citrus producing states – Florida, California, Arizona and Texas... HLB, or citrus greening, is now threatening to wipe out the Florida citrus industry. The disease, which can be found in all 32 Florida commercial citrus producing counties, attacks the vascular system of trees and can kill them in two years. The disease was discovered in 2005 and is not native to Florida. Over the past four years, Florida growers have committed more than \$39 million to research HLB and its vector - the Asian citrus psyllid - in the laboratory. The effort has resulted in more than 100 ongoing research projects. "Over the next few months, the domestic citrus industry will be aggressively communicating the importance of this bill to members of Congress," Sparks said. The Florida citrus industry creates a \$9 billion annual economic impact, employing nearly 76,000 people, and covering more than 576,000 acres. Founded in 1948 and currently representing nearly 8,000 grower members, Florida Citrus Mutual is the state's largest citrus grower organization.

[www.flcitrusmutual.com; 13 July 2010]

AU: ACCC to Investigate Claims of False Orange Juice Labelling

Citrus growers are asking consumers to send them what they call misleading orange juice labels with claims like '100 per cent Australian'. Under current rules, juice produced overseas, then shipped in and packaged locally, can be labelled 'Made in Australia'. Judith Damiani, from Citrus Australia, says the labels collected will be sent to the fruit juice companies, and if there's no satisfactory response, they'll be forwarded to the Australian Competition and Consumer Commission. "I'd like to see a focus on the way that companies market their juices as well, so the use of '100 per cent Australian-owned', or '100 per cent juice'... things that are perceived to be Australian that may not be." Graeme Samuel, from the ACCC, says it will collect the juice labels from Citrus Australia and use new powers, granted only a few weeks ago, to try and stop companies making false claims.

[abc.net.au; 13 July 2010]

US: Growers Report Weather Perfect for Size, Sweetness

With this season going as well as it has, some orange growers in California's Central Valley may wish it would never end. And for many, it hasn't yet. The picking and shipping of navels usually wrap up around the first of July, but this year, some growers are still moving fruit -- and may be through the end of the month, said Joel Nelsen, president of California Citrus Mutual in Exeter. "We had more fruit out there than we really thought," Nelsen said. "A couple of large growers will be moving fruit until the end of July, which, candidly in my 28 years, is unheard of... At the start of the season, the National Agricultural Statistics Service projected that 80 million cartons would be produced during 2009-2010, a significant improvement over last season's 64 million cartons (17 kg)... On top of that, the cool spring helped navels stay on the tree a little longer, he said. The strong navel crop is helping growers make up for a lack of success with valencias, whose tonnage in California has dropped by more than 50 percent over the past five years, Nelsen said. With stiff offshore competition depleting the market for valencias, growers have pulled out valencia acreage and replaced it with late navels and mandarins, he said. "Our overall citrus acreage remains constant," he said. "I think that speaks well of the industry ... I think what we're going to end up seeing for our industry is our top three commodities will be navels, mandarins and lemons, and underneath that the valencia orange, grapefruit, blood oranges and some of these other varieties of citrus."

[www.cacitrusmutual.com; 16 July 2010]

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/2010/citrus_week28-10.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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