GLOBAL CITRUS SCAN (23/2010)

John Edmonds (23 July 2010)
Citrus Growers Association (CGA)

Current Exchange Rate at 14:45	**R/$ 7.49**	**R/€ 9.63**	**R/£ 11.41**
Last Week:	**R/$ 7.58**	**R/€ 9.69**	**R/£ 11.58**
Last Year:	**R/$ 8.16**	**R/€ 11.02**	**R/£ 12.75**

Frosts hit Argentinean fruit crops

Argentina's late-season lemon crop as well as banana and blueberry production has been badly affected by last week's La Niña-related cold front.
[ReeferTrends; 21 July 2010]

Chilean crops hit by cold snap

Chilean citrus importers are taking a wait-and-see attitude toward possible damage from a cold snap July 13-14, but some early signs suggested possible limited damage. fficials from the Chilean Exporters Association (ASOEX) estimated navel losses at 10-15% and lemon losses at 5% at the most. Clementine damage was expected to be minimal.
[thepacker.com; 22 July 2010]

US: Summer citrus update

The market is going through a traditional hangover after the 4thof July holiday with limited market excitement. With the first of the month and the holiday behind us we feel that activity on the imports will strengthen as the promotional activity on domestic summer fruits and vegetables have peaked with the holiday. Retailers will not stop promoting other fruits and vegetables but at least it will give us opportunities with the trade to promote imported citrus. California Navels remain in production and with lackluster sales.This will last until the end of July. Retailers are continuing to hold on to the Navels but are showing stronger interest as some begin a transition from domestic to import Navels. The Pricing level continues to be lower than previous years and this is an issue that in most cases is due to the economy. There are several indicators supporting the severity of the economy as a recent reported that all retails sales for June are tracking downward and the latest report for one of the highest rated retailers for growth (Costco) shows for the first time in many months a decline in sales.
[Freshplaza.com; 19 July 2010]

A sustainable Australia threatened by new Murray Darling Basin plan

The Prime Minister's federal election policy of developing regional towns and cities through affordable housing is admirable, but doomed to failure if jobs are lost through mandatory cuts to irrigation entitlements and less food production in the Murray Darling Basin…CAL CEO Judith Damiani warned of significant economic and social impacts in the Murray Darling Basin if a new plan out next month forced significant cuts to irrigation entitlements. "Citrus Australia will be seeking from all parties leading up to the 21 August federal election, policies which encourage industry competitiveness and productivity… the proposed Murray Darling Basin plan will have tremendous social and economic impacts in a region that produces 90% of Australia's oranges and nearly all of Australia's fresh orange juice.
[www.citrusaustralia.com.au; 22 July 2010]

AU: Valencias left on trees

Australia's Valencialate producers are warned that leaving fruit unpicked because of the low price for juicing oranges risks a fall in next season's yields.
[ReeferTrends; 19 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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