

GLOBAL CITRUS SCAN (24/2010)

John Edmonds (30 July 2010)

Citrus Growers Association (CGA)

Current Exchange Rate at 9:50	R/\$ 7.33	R/€ 9.58	R/£ 11.46
Last Week:	R/\$ 7.49	R/€ 9.63	R/£ 11.41
Last Year:	R/\$ 7.88	R/€ 11.12	R/£ 12.92

Morocco: citrus export risen 485,000 tonnes

Up until the 10th of July Morocco exported 485,000 tonnes of citrus in total, last year in the same period it was 483,000 tonnes, an increase of 0.5 percent. Especially the small fruits (mandarins and clementines) are important for the export; the export of those grew by 10 percent to 322,413 tonnes. Mainly the volume of the clementine has grown; the volumes grew by 13 percent from 180,250 tonnes to 204,000 tonnes. This is shown in the statistics from the export control organisation EACCE. The orange sale however did not go well. The volume dropped by 13 percent to 158,140 tonnes.
[Freshplaza.com; 23 July 2010]

US: Orange Juice Rises to Two-Week High on Florida Storm Outlook; Cotton Gains

Orange-juice futures rose to a two-week high on speculation that a tropical storm heading toward Florida will damage citrus groves in the state, the world's second-largest producer. Tropical Storm Bonnie may produce heavy rain across the extreme southern end of Florida's orange-growing region, said Chris Hyde, a meteorologist at MDA EarthSat Weather Inc. in Rockville, Maryland. Prices have jumped 52 percent in the past year as farmers harvested an estimated 18 percent fewer oranges than the previous season. The threat of storm damage is "definitely why we are seeing prices pick up," said Carlos Sanchez, an associate director of research at CPM Group in New York, a commodities consulting firm. "Even strong wind has the potential to damage the orange crop." "It's very unusual for a tropical storm to hit Florida at this time of year," MDA EarthSat Weather's Hyde said. "Storms normally don't start until August or September." Bonnie is the second named storm of the Atlantic hurricane season, which lasts through November. The orange harvest in Florida this year, estimated at 133.6 million boxes, will be the second-smallest in two decades, the U.S. Department of Agriculture said on July 9. A box of oranges weighs 90 pounds, or 41 kilograms.
[www.bloomberg.com; 23 July 2010]

AU: Citrus rises from ashes to threaten glut

AUSTRALIA is pushing the US to relax quarantine controls on fruit imports. The move is due partly to the astonishing recovery of central Queensland's citrus industry from one of the worst outbreaks on record of introduced plant disease. In the winter of 2004, the fruit bowl of Emerald, 900km northwest of Brisbane, was turned to scorched earth to halt the spread of citrus canker from a foreign-owned orchard. Years of backbreaking work went up in smoke as nearly 500,000 orange, lemon and mandarin trees were bulldozed into heaps and set ablaze. There was doubt whether the local industry would recover. Not only is it back, potentially stronger than ever, but the replanting of higher-yield and better-tended trees have given rise to a bittersweet irony: the Australian fruit market could be swamped by bumper citrus crops from Emerald from next season.

Unless new markets can be drummed up overseas, the flood of fruit could destabilise prices at home for growers, industry insiders fear. "It is one of those strange things where you could become a victim of your own success," one says...Citrus, however, remains the largest fresh fruit export industry, with overseas sales valued at \$109 million last year, about half going to the US. The catch is that Queensland citrus, accounting for about a fifth of national production, is banned from that market because of US quarantine regulations. Long-running efforts to persuade the Americans that diseases such as black spot, a fungal blight, as well as citrus canker are under control in Queensland have been stepped up as production in the Emerald district swings back.

[www.theaustralian.com.au; 24 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
YOUR LEVY WORKING FOR YOU – GROWER LEVIES ARE USED TO FUND THE ACTIVITIES OF CGA