

GLOBAL CITRUS SCAN (25/2010)

John Edmonds (6 August 2010)

Citrus Growers Association (CGA)

Current Exchange Rate at 14:00	R/\$ 7.25	R/€ 9.61	R/£ 11.54
Last Week:	R/\$ 7.33	R/€ 9.58	R/£ 11.46
Last Year:	R/\$ 7.89	R/€ 11.39	R/£ 13.38

RSA grapefruit campaign boosts sales

The early signs are good for South Africa's grapefruit promotion drive in the UK, with sales growth being reported. South Africa's first marketing campaign since deregulation to support sales of grapefruit in the UK is fighting off difficult conditions for the fruit to help bring about an early upturn in sales. According to those behind the campaign, one supermarket group has reported growth of 104 per cent for the fruit in stores, following customer sampling events. The initiative by the country's Citrus Growers Association (CGA) is promoting the full South African basket of red, pink and white grapefruit, highlighting the eating quality and sweetness of modern varieties. As part of the campaign, sampling sessions have taken place in over 200 stores including Asda, Morrisons, Tesco and Costco giving consumers the chance to try the Star Ruby variety, supported by in-store radio advertising and articles in retailer magazines and online. In addition, public relations activity has included grapefruit recipes developed by Sophie Michell, as well as radio interviews based on a nationwide survey of UK eating habits at breakfast.

[www.fruitnet.com; 26 July 2010]

US: South African Citrus Scores at Youth Soccer Championships

Athletes from around the country will snack on South African oranges this week at the U.S. Youth Soccer National Championships. Alida Stone, right, wife of Gerald Stone, a director of the Western Cape Citrus Producers Forum, hands out oranges to fans at the 2010 National Youth Soccer Championships, held the week of July 19 in Overland Park, Kan. The July 20-25 tournament in Overland Park, Kan., tapped the Citrusdal, South Africa-based Western Cape Citrus Producers' Forum as its exclusive fresh fruit sponsor, according to a forum news release. It's the second year in a row South African citrus growers have sponsored the tournament, which will feature 60 teams competing for national championships in several boys and girls age groups.

[www.thepacker.com; 21 July 2010]

Oranges Turn Into Lemons at Matonga's Chegutu Farm

EVERYONE loves oranges unless they have turned into lemons, as they seem to have done at a citrus farm a few kilometers outside Chegutu owned by former deputy Minister of Information Bright Matonga....This is the reality that confronted The Standard news crew that visited Matonga's farm last week. The citrus plantation, previously known as Chigwell Farm which used to generate between US\$3 million to US\$4 million annually under the management of Chegutu commercial farmer Tom Beattie is in an advanced state of neglect... The oranges are not the sweet and delicious fruit that one associates with the famed Zimbabwean orchards which thrive, thanks to the sunny weather conditions that prevail in many parts of Zimbabwe...Part of the orchard is now a bush where people, affected by the frequent Zesa power cuts, gladly pick firewood. On Friday Beattie described what had happened at his former citrus plantation as a disaster. "The orchard is finished; you need a bulldozer to clear the orange trees. They are a write-off," he said. "Seventy-percent of the trees are dead; they can't be resurrected...Under proper management, Beattie says the orange trees planted in 1990 should have provided juicy oranges for between 25 to 30 years.

"But the trees won't produce because they haven't been watered...the orchard needs to be sprayed weekly, or sometimes fortnightly depending on the circumstances...The trees must be fertilised, each tree requires between one and half to two kg of fertiliser. For the 110 hectares taken over by Matonga, around 80 to 90 tonnes of fertiliser are required every year...So what has he succeeded in doing is turning oranges into lemons."

[www.thestandard.co.zw; 31 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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