GLOBAL CITRUS SCAN (30/2010)

John Edmonds (10 September 2010)

Citrus Growers Association (CGA)

Current Exchange Rate	R/$ 7.20	R/€ 9.16	R/£ 11.01
Last Week:	R/$ 7.18	R/€ 9.22	R/£ 11.09
Last Year:	R/$ 7.52	R/€ 10.92	R/£ 12.42

[http://www.oanda.com/currency/converter]

Spain: AVA-ASAJA denounces premature harvesting of citrus fruit

The Valencian Farmers' Association (AVA-ASAJA) has found that some citrus producing areas of the region have already started harvesting the earliest varieties of mandarin, when in fact, this type of fruit doesn't comply with the appropriate conditions of maturity. This practice is a full-scale irresponsibility since those mandarins currently lack the necessary maturity index and commercial quality, so any attempt to put them on the market prematurely, can lead to negative consequences for the further development of the campaign. As highlighted by the president of the agrarian organization, Cristóbal Aguado, "the timing is particularly sensitive. We are on the threshold of a new orange season and any false step we take will cost us dearly." This was a warning for producers to be careful with the quality of the fruit they put out in the market. If they refer fruit to the market without having the necessary level of quality they will disappoint the expectations of consumers, then it will cost them much more to recover the lost confidence. "We talk from experience because this same thing has happened other years and we can't play with fire."
[Freshplaza.com; based on: AVA-ASAJA ; 09 September 2010]

Disease shock for Moroccan horticulture

The Moroccan Government is taking urgent steps to halt the spread of Tristeza and Fireblight, which threaten the nation's citrus and deciduous fruit crops respectively.
[ReeferTrends; 07 September 2010]

South African summer citrus season passes midpoint

The South African summer citrus season is progressing according to plan with 30,583 tons of Clementines, navel oranges and grapefruit shipped to date. All of the fruit comes to the U.S. through the Port of Gloucester, N.J. along the Delaware River in greater Philadelphia. An additional 9,769 tons will arrive in the next six to eight weeks for a total of 40,352 tons shipped for the 2010 season.
[www.Freshplaza.com; 08 September 2010]

Spain: Exporters coordinate a shipment of citrus to Brazil

The exporters of Castellón take advantage of years of overproduction to try to open new markets. This year is no different. Citrus operators in the province, with the help of the Ministry of Agriculture, are preparing fruit to send to Brazil and will visit the country on a trade mission to try to open a new market in America. Last year something similar happened with Dubai, although this initiative was not as satisfactory as expected. "Opening a new market is difficult and expensive and requires a lot of patience", explained Nulexport. In fact, this company tried for several campaigns to enter their clemenules in China but bureaucratic problems delayed the delivery and drove out the entire cargo of citrus from Castellón. For this year, besides shipping to Brazil, operators of citrus in Castellón, cooperatives or private businesses, do not dismiss the idea of sending charter boats to Russia, a destination to where they would traditionally send the fruit by land but have been sending it by sea for three years in order to deliver the fruit at the most favorable dates. In any case, the bulk of citrus production of Castellón, mainly clemenules, is destined to traditional markets of Germany, France and countries of Eastern Europe as Polina; also to the United States.
[www.Freshplaza.com based on lasprovincias.es; 06 September 2010]

AU: Rain bolsters Queensland citrus crop

It might be early days but recent rain could help produce a bumper 2011 citrus crop for Queensland growers. Orchards in the inland Burnett received more than 50 millimeters of rain over the weekend.
[abc.net.au; 07 September 2010]

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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