GLOBAL CITRUS SCAN (31/2010)

John Edmonds (17 September 2010)

Citrus Growers Association (CGA)

Current Exchange Rate	R/$ 7.11	R/€ 9.16	R/£ 11.11
Last Week:	R/$ 7.20	R/€ 9.16	R/£ 11.12
Last Year:	R/$ 7.35	R/€ 10.79	R/£ 12.13

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

Spain: Citrus season will be slightly higher

The production of oranges and mandarins of this season in the Comunitat Valenciana will be slightly higher than in 2009-2010 and of "extraordinary" quality but nevertheless the production will be less than two years ago. Although the export supply will be maintained, many citrus fruits are of low caliber and can't be sent to foreign markets. This is the forecast for the next citrus season which was announced by the Councillor of Agriculture, Fisheries and Food, Martina Hernandez, and the president of the Committee of Citrus, Vicente Bordils, after meeting to promote the use of the contract sale-purchase in the citrus sector. This way, the President of the Management Committee of Citrus, Vicente Bordils, has indicated that the demand "will be like last year, exports have similar but a little more production," and in this same way the prices are "similar to last year. "

[Freshplaza.com; 16 September 2010]

US: Later starts characterize Florida citrus season

Though growers plan to pack some smaller amounts of navels and fallglo tangerines in late September, buyers shouldn't anticipate seeing any appreciable volume of Florida oranges and tangerines until mid-October with red grapefruit volume hitting in mid- to late October, said David Mixon, senior vice president and chief marketing officer of Seald Sweet International, Vero Beach. While growers last season began harvesting in mid-September, Mixon said Florida citrus harvesting wasn't expected to get going in earnest until mid-October with only limited volume hitting in late September and early October. He attributed the later deal to a later and longer spring bloom, which was affected by last season's abnormally cold weather…Al Finch, Diversified's vice president of sales and marketing, said growers experienced a successful season last year, which ended in June, and said the coming season should bring a clean crop with high quality fruit. He said he's hearing strong retail interest in navels, which ship primarily fresh. "The major chains are pushing navels in October before California gets cranked up during the first of November," Finch said…They **found success with the summer import season** and want to continue the momentum going forward. Florida really fills that gap in October between the finishing of the imported deal and the start of California." …Mixon called the summer offshore citrus deal strong and said imported citrus from **South Africa**, Chile and Peru was garnering prices similar to last year's. He cited Chilean and **South African** oranges selling in the low to mid $20s with Peruvian minneola tangelos at $14-16. In mid-September, the U.S. Department of Agriculture reported these prices for 15-kilogram containers of navels from South Africa arriving in the Philadelphia area: 40-48s $24-26, 56s, $24, 64s, $24, 72s $20-22, 88s $18-21. Last year in late September, the USDA reported these prices: 48-56s $20-24, 64-72s $20-22, 80-88s $18-20. Early season estimates have Florida fresh packers expecting to pack 2.2 million equivalent boxes of navels, slightly more than last season, 5.5 million cartons of red grapefruit, down from 2010, and 2.3 million cartons of fallglo tangerines, similar to last season's, Finch said. The first official USDA estimate of Florida's citrus crop is scheduled for Oct. 8.

[thepacker.com; 15 September 2010]

Moscow: decrease in prices of citruses

In Moscow as a result of bigger supply prices of citrus fruit decreased at the beginning of last week. Price of oranges from **South Africa** fell from 36-40 rubles (0,92-1,02 euro) to 32-38 rubles (0,82-0,97 euro)/kg and further to 30-35 rubles (0,77-0,89 euro)/kg, price of lemon from Argentina from a 65-75 (1,66-1,91 euro) to 57-65 rubles (1,45-1,66 euro)/kg and further to 50-55 rubles (1,28-1,40 euro)/kg. Price of mandarins from Argentina decreased from 56-70 rubles (1,43-1,79 euro) to 50-55 rubles (1,28-1,40 euro)/kg.

[freshmarket.ru; 15 September 2010]

Riverland citrus crop smaller than forecast

The South Australian orange harvest is set to be the smallest in many years, with fewer Navels and the smallest Valencia crop in two decades.

[ReeferTrends; 10 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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