

GLOBAL CITRUS SCAN (37/2010)

John Edmonds (5 November 2010)

Citrus Growers Association (CGA)

Current Exchange Rate	R/\$ 6.83	R/€ 9.67	R/£ 11.04
Last Week:	R/\$ 7.01	R/€ 9.73	R/£ 11.12
Last Year:	R/\$ 6.82	R/€ 11.38	R/£ 12.75

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

AU: Citrus growers complain about market access overseas

A national citrus conference at Hervey Bay in southern Queensland has been told international market access is the biggest issue facing growers...Citrus Australia chairwoman Tania Chapman says more work needs to be done to regain international market share, particularly in the United States. "It is all about quality and if we can't deliver the same constant product year after year, it is tough on us," she said. "You get the likes of Peru and Chile who'll come in and undercut our carton prices by anything up to \$10 a carton so it's a very hard market at the moment."

[abc.net.au; 3 November 2010]

Morocco outlines citrus plan

By 2018 Morocco is anticipating a total of 50K hectares of citrus groves, which will more than double both production and exports.

[ReeferTrends; 29 October 2010]

Demand grows for California cara caras

CUTLER, Calif. — The cara cara navel variety that originated in South America does not yet have the fan base of seedless mandarins, but its popularity is growing. That more and more shoppers are choosing cara caras has not been lost on California grower-shippers. New acreage and new trees will boost the 2010-11 cara cara volume at Sunkist Growers Inc., Sherman Oaks, by about 20% over last season's packout, said Claire Smith, director of corporate communications...The growing popularity of the fruit also can be found offshore. "There's a good market for them," said Andrew Felts, sales manager for Wileman & Elliott Inc., Cutler. "We started exporting them last year," Felts is not surprised that the Sunkist cooperative's growers are producing a larger volume. "I think that's going to be pretty typical for the next couple of years because there are a lot of plantings that are coming into commercial harvest now," he said...Cara caras should be available into April.

[www.thepacker.com; 27 October 2010]

The U.S. may be short on large lemons through the end of the year.

Weather-related issues in the U.S., Chile and Argentina caused a domino effect that has supplies of lemons size 115 and larger down significantly for the fall and winter, as well as tight markets on medium and small fruit. The shift in availability has caused retailers to seek out smaller lemons to fill in where they would normally stock larger-sized fruit, said Tim Kelley, citrus product manager for Salinas, Calif.-based foodservice distributor Pro*Act. That's causing markets on most sizes to tighten. The only sizes the foodservice sector takes in volume are 140s, 165s and 200s. Because retail can't get enough 95s, it's been taking more 140s, and because there are not enough 140s, retail has even been sourcing 165s and sometimes smaller, overlapping foodservice demand...

Sunkist's Fu said Argentina had two freezes during its lemon growing season. "A lot of Argentina's fruit that normally goes to Europe didn't, so Chile sent more to Europe," Fu said. "So it was a domino effect, and therefore, our domestic supplies got better demand than normal, reducing the amount in the U.S." Mexico has had three storms that have slowed it down as well, Fu said. The supply shortage for larger size lemons could last at least through December, although shippers are hoping for a little bit of resolution by the end of November.

[www.thepacker.com; 28 October 2010]

Peru to switch modes for citrus exports

Producer Association ProCitrus says training is underway to prepare the industry to meet cold treatment standards within specialised reefer vessels.

[ReeferTrends; 2 November 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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