

GLOBAL CITRUS SCAN (42/2010)

John Edmonds (10 December 2010)

Citrus Growers Association (CGA)

Current Exchange Rate	R/\$ 6.90	R/€ 9.12	R/£ 10.89
Last Week:	R/\$ 6.97	R/€ 9.15	R/£ 10.88
Last Year:	R/\$ 7.56	R/€ 11.14	R/£ 12.29

[www.oanda.com/currency/converter]

US: World orange juice supplies tight

According to USDA's Foreign Agricultural Service's (FAS) Production, Supply, and Distribution database, Brazil accounts for about one-third of the world orange juice production, but it accounts for about 85 percent of the export market. The United States, while producing about the same amount of orange juice as Brazil, markets most of its juice domestically and is a small player in the international market, except for not-from-concentrate orange juice (NFC), in which the U.S. industry is a lead player.

[westernfarmpress.com; 8 December 2010]

Expansion of fruit exports to emerging markets creates jobs — report

SA's fruit industry expanded its exports to the emerging markets of Asia, Africa and Eastern Europe, while maintaining competition in traditional markets, says the National Agricultural Marketing Council's agricultural outlook report for last month. The report, released yesterday, provided an overview of the citrus, subtropical and pome fruit industries. It said the expansion of exports has meant increased job opportunities for the country's rural communities.

[businessday.co.za; 9 December 2010]

Pathogen continues to threaten Florida's \$9-B citrus industry

We live in a "world of nasty bacteria now," says Calvin Arnold, a scientist with the US Department of Agriculture (USDA). An insect-borne bacterial disease that is ravaging Florida's citrus crop means the juice squeezed from the Sunshine State's fruit may soon come from trees that have had their genetic makeup modified. The blight, commonly known as "greening," is the world's most destructive citrus disease. GMO juice would likely be reviled by critics of the biotech industry as "Frankenfood." But Mr. Arnold and other experts say there simply may be no other choice in the battle against greening. Most scientists who have studied the problem seem to agree that genetic modification, and the cultivation of trees resistant to the bacteria that causes "greening" disease, currently hold out the only real long-term hope of fighting it. That was the conclusion of a report sponsored by the Florida Department of Citrus and US National Academy of Sciences in March, which highlighted the need for urgency to save Florida's \$9-billion citrus industry... For all their promise, since genetically modified crops made their commercial debut in the US about 15 years ago, the biotech industry has so far had only limited success in using genetics to develop resistance to bacterial diseases...

According to Mr. Arnold, it could also mean that the large-scale citrus industry that exists in Florida today, which accounts for two-thirds of US citrus fruit production, could be gone in as little as seven to eight years... It has existed in Asia and Africa for decades and cut a path of destruction across groves in Brazil and Florida -- the world's two largest orange juice producers -- since it was detected in Brazil in 2004... Mr. Arnold remembers when Florida had about 364,200 hectares planted with citrus. Florida's total citrus acreage declined to a new historic low of slightly more than 224,200 hectares in an annual USDA census released in September... If acreage drops too much below current levels, there are fears that citrus processing plants and packing houses in the state will simply shut down, since there won't be enough fruit to stay in business.

[www.bworldonline.com; 8 December 2010]

Export competition hits Aussie citrus

The Riverland export company DNE World Fruit Sales says the US only imported about 65 per cent of the normal volume of citrus from Australia this year. Mark Hanks from DNE says the industry is facing increasing competition from Chile, South Africa and Peru. He says the marketplace in South Australia and elsewhere across the country has grown since Chile was allowed to export fruit to the US two years ago. "They're pretty much trying to copy the quality and specifications of the Australian citrus, and they're going directly after that market," he said. "They did have some impact on us on the west coast, their quality was better than we expected so we're gonna have to toughen up and improve the quality here."

[abc.net.au ; 8 December 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

YOUR LEVY WORKING FOR YOU – GROWER LEVIES ARE USED TO FUND THE ACTIVITIES OF CGA