



GLOBAL CITRUS SCAN (2/2010)

John Edmonds (29 January 2010)

Exchange Rate at 14:00 R/\$ 7.55 R/€ 10.55 R/£ 12.19

Citrus Growers Association (CGA)

Mexico: Frost affects 100,000 tons of citrus

At least a hundred thousand tons of orange "valencia" and grapefruit were damaged, and there was a drop of almost 50 percent in the price per ton as a result of market saturation, this was the result of severe frosts in the early days of the year in the Tamaulipas zone. Producers of the Union de Ejidos Ctricultores, "Emiliano Zapata", described the situation as desperate and accused the state and federal officials of lying when they stated that only 800 hectares were affected by cold. "... we have 10,300 hectares affected in the municipalities of Hidalgo, Guémez, Padilla and Victoria. To this figure we must add the area of private property which is also distressed," said very upset Irma Ruiz Alvizo.

[El Diario de Victoria; 27 January 2010]

Citrus sunburn a threat in WA

Western Australian citrus producers are on the lookout for signs of sunburn on their fruit. In the last month, the state has had a run of days where the temperature rose above 40 degrees, and although growers were able to keep enough water up to the orchards, some growers are reporting yellow patches appearing on the developing oranges. However, industry development officer Helen Ramsey says it could be some time before the majority of fruit is thoroughly inspected. "The sunburn may show up a bit more as the fruit grows larger, because the fruit is about the size of a golf ball at the moment, so some of the ones that have been sunburnt, you might not be able to see them yet."

[abc.net.au; 27 January 2010]

South African citrus industry targets expansion in West Coast and Midwest of the United States

The South African citrus industry says it is determined to increasingly expand the marketing of its products across the United States to give consumers in all US states access to its high quality fruit. "We are delighted with our efforts to market more of our fruit on the West Coast and in the Midwest regions," says Gerrit van der Merwe, Chairman of the Western Cape Citrus Producers' Forum. "New initiatives in 2010 to support the export programme to the United States include the option of using smaller conventional reefer vessels and ensuring a more efficient container programme. "With the support of the USDA and APHIS the cold steri protocol which will apply in 2010 has been amended. The cold-steri period has been reduced from 24 days to 22 days. This will have an immediate effect on our fruit."

[Freshplaza.com; 26 January 2010]

"Most difficult grapefruit season in Florida for years"

This year again there is less Florida Grapefruit available. The supply is between 30-40% less, because much of the citrus was damaged by a virus. "Many orchards were destroyed last year, because of 'citrus canker', leaving the healthy orchards less protected against branch and wind damage during the growing process. Because of the high standard of requirements a large part of the crop is no longer suitable for the European market. There is a shortage in the popular large sizes and a surplus in the smaller sizes....In addition to the canker the fruit also suffered from frost. "The quality is therefore not always very good, with the result that a large part is rejected and goes to the processing industry" according to Dutch importer, John van Duivenbode. High prices would be the logical result of the smaller supply, but the demand is not there. This is really the most difficult season in years.

[Freshplaza.com; 25 January 2010]

China citrus production to rise

Exports of oranges and soft citrus are forecast at 185K MT and 960K MT respectively, up 20% and 30% on increased demand from South East Asia and Russia.

[ReeferTrends; 14 December 2009]

Huge rise forecast for Egyptian citrus crop

The area dedicated to Egyptian orange production in 2008 was estimated at 147K hectares compared to the 110K hectares reported in 2007.

[ReeferTrends; 18 January 2010]

Bullish forecast for Israeli citrus

Citrus production this season is forecast to recover to 2006/07 levels as a result of a continued increase in the planted area for red grapefruit and the easy peeler Or.

[ReeferTrends; 22 January 2010]

Riversun 'on verge of break-up' 29 January 2010

Australia's principal citrus exporting marketer has been hit by the secession of its major fruit contributor and the resignation of its General Manager.

[ReeferTrends; 29 January 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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