GLOBAL CITRUS SCAN (08/2011)

John Edmonds (11 March 2011)

Citrus Growers Association (CGA)

Current Exchange Rate	**R/$ 6.88**	**R/€ 9.52**	**R/£ 11.11**
Last Week:	**R/$ 6.88**	**R/€ 9.57**	**R/£ 11.21**
Last Year:	**R/$ 7.40**	**R/€ 10.08**	**R/£ 11.05**

[www.oanda.com/currency/converter]

Argentina lemon crop heavy and early

Abundant rainfall in January and February have led to predictions of a bumper citrus harvest in Tucumán, with the first shipments to Russia slated for the end of March.
[ReeferTrends; 04 March 2011]

Argentina: Lemon exports to Russia to commence in April

Russia's big demand for lemons will be met by the exporters from Tucuman, exports will start at the beginning of April. The preparations to pack the fruit and start to prepare the shipments already started. Currently the most important buying market is Russia. As its known, Tucumán is the main producing and industrialized lemon area in the world and the second in exporting volumes, after Spain. The biggest challenge faced by growers and companies responsible for harvesting the 35,000 hectares is the impressive humidity in the soils. In some citrus areas the rain was more than 300mm in January and almost 500mm in February. Those 800mm of rain are causing access problems for the vehicles that will fill the boxes. Work is scheduled to start on the 9th of March, some companies will start it on Monday, the 14th.
[Contexto; 8 March 2011]

Pakistan: Mandarin export misses target

Export of Pakistani Mandarin or Kinnow fell 24 percent in the four months ending February as inclement weather hit the crop in the current season, an exporter said on Monday. The export of Mandarin fell short of the target by 50,000 tons and barely reached 210,000 tons between November, 2010 and February, 2011. "The export remained lower because of a decline in production due to inclement weather conditions," said Waheed Ahmed, former chairman of the All Pakistan Fruits and Vegetables Exporters, Importers and Merchants Association. The association set a target of 0.260 million tons for 2010/11.
"We exported 0.250 million tons of Mandarin the previous year because of good weather conditions," said Ahmed. He said the crop size fell to 1.4 million tons this year from 1.8 million tons last year because of heavy rains and hail during the season. "But the fruit size is bigger and the crop healthier this year. The recent floods provided sufficient water and full weight to the fruit. The price increased to $5.5 per 10kg in the international market," he said. He said the fall in production scaled up fruit prices to Rs1,100 per maund in the local market from Rs600 per maund in the previous season. He said rains and hails in February also cut the crop size by 15 percent. He said if the weather conditions had been favourable, the export target would have easily been achieved….He said Russia, Iran and Dubai were the main markets during the season, accounting for 35 percent, 25 percent and 20 percent exports, respectively. Other buyers were Saudi Arabia, United Kingdom, the Netherlands, Canada, Hong Kong, Philippines, Indonesia, Sri Lanka Bangladesh, Mauritius and Sudan. Ahmed said fruit prices had risen also because of a 30 percent rise in packaging, logistics and labour costs, inflated utility bills and prolonged load shedding of power and gas, which hampered fruit processing.
[thenews.com.pk; 8 March 2011]

AU: Citrus growers to expand export horizons

Citrus growers and exporters will be looking to increase their export options this season as the American market becomes more competitive. The US has been a valuable market for the Australian industry in recent years but a high Australian dollar and competition from countries such as Chile, South Africa and Peru have made it less profitable. Citrus Australia's general manager of marketing, Andrew Harty, says significant work is being carried out to open up market access to South-East Asia and Korea, to give the industry options other than the US.
[abc.net.au; 8 March 2011]

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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