

GLOBAL CITRUS SCAN (09/2011)

John Edmonds (18 March 2011)

Citrus Growers Association (CGA)

Current Exchange Rate	R/\$ 7.10	R/€ 9.52	R/£ 11.41
Last Week:	R/\$ 6.88	R/€ 9.92	R/£ 11.11
Last Year:	R/\$ 7.29	R/€ 10.04	R/£ 11.16

[www.oanda.com/currency/converter]

Aussie citrus industry looks to Asia

Citrus Australia is conducting 'significant work' into opening up market access in Southeast Asia and Korea, reported the Australian Broadcasting Corporation (ABC). The group's general manager of marketing told the ABC the move was aimed at giving more export options for citrus growers than the U.S., which has been more difficult in recent years through increased competition with Chile, Peru and South Africa. "We now face a situation where a lot of suppliers are saying they're not really prepared to continue to incur losses in that market, especially the second half of the season in the US, and are looking for alternative destinations to send their fruit," he was quoted as saying.

[www.freshfruitportal.com; March 8th, 2011]

Australia braces for bumper citrus crop

The South Australia Citrus Board expects this season's orange and mandarin harvest to exceed last year's crop by 'tens of thousands' of tonnes.

[ReeferTrends; 14 March 2011]

Japan quake has Florida grapefruit growers uncertain

The world's biggest consumers of Florida grapefruit are Japanese buyers.... It's too early to tell what the impact might be on shipments, but an estimated 2 million cartons of Florida grapefruit were headed to Japan on ships as of Friday, Florida citrus officials said. "Japan is our most important market," said Mike Yetter, international marketing director of the Florida Department of Citrus in Lakeland. "The Florida industry, at least the fresh grapefruit industry, would not be able to survive without the Japanese market." Hiroshi Ueda, originally from Osaka, Japan, manages USA Union International, a produce exporter in Vero Beach, where he has lived since 1989... Ueda worries that distribution channels could be shut down. "For grapefruit, it is still peak season," said Ueda, who added the company had about 400 perishable container loads at sea on Friday. Genke, of The Packers of Indian River, estimated his company has 40 containers on the way to Japan. February and March are his peak shipping months, he said. Maersk Line, an international shipper, reported the port facilities are in good working order and they expect to keep a normal schedule, Genke said. It takes about 25 days for fruit shipped out of Miami to reach ports in Japan, primarily Osaka and Tokyo. Japan, with less than half of the population of the U.S., consumes more grapefruit. In 2010, Florida shipped 285 million pounds of grapefruit valued at \$111.6 million at the delivery point to Japan, according to the Florida Department of Citrus.

[palmbeachpost.com; 16 March 2010]

Spanish citrus

The Spanish citrus season has not been too good this year. According a Dutch importer the season started laboriously. "The quality of the Spanish citrus was, especially at the start of the season, not very good. Probably as a result of temperatures above 40°C in August, the product was found to be dry at the start... As a result of frost in January in some of the areas round Valencia, part of the fruit could not be harvested... It is still the middle of the season of Navel-late and the coarser variety Lane-late. The importing company from Venlo also offers Nadorcott mandarins from Spain. "Another three weeks and we will change to overseas countries" the importer says. "The Spanish Salustiana season is almost over. I expect the supply of Valencia-late in about three weeks, because at the moment the sugar content is still too low." In addition to the Spanish citrus, Morocco offers Maroc-lates at the moment and here and there some Egyptian and Greek product is still on the market, but the Spanish citrus for supermarkets is of a better quality... The prices for good quality Navel-late vary between 11 and 13 euro (15kgs), for the slightly less quality 8.50 to 10 euro. Looking ahead to the coming weeks the importer expects the supply of Salustianas from Spain to dry up, which will increase demand and prices will increase. The price of the Navel-late will only increase very slowly.

[FreshPlaza.com; 18 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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