

GLOBAL CITRUS SCAN (20/2011)

John Edmonds (3 June 2011)

Citrus Growers Association (CGA)

Current Exchange Rate	R/\$ 6.78	R/€ 9.77	R/£ 11.04
Last Week:	R/\$ 6.99	R/€ 9.88	R/£ 11.41
Last Year:	R/\$ 7.68	R/€ 9.39	R/£ 11.25

[www.oanda.com/currency/converter/]

Study: No Adverse Effects Between Lipitor And Grapefruit Juice

Florida Department of Citrus sponsored a 2003 clinical study headed by cardiologist Patrick Reddy of Watson Clinic on whether drinking grapefruit juice with Lipitor, the world's top-selling cholesterol--lowering drug, increases the drug's effectiveness with no harmful side effects. Global grapefruit juice consumption has declined dramatically since the 1990s, when Lipitor came on the market, because of a rash of negative publicity about a potentially harmful drug interaction. Since then, Citrus Department officials have repeatedly turned down The Ledger's request for the study's results until publication in a medical journal. The British Journal of Clinical Pharmacology recently published the study's findings, which show a small, clinically insignificant boost in Lipitor's effectiveness but no adverse effects.

[*The Ledger*; 1 June 2011]

SA exporters 'bullied by Brits'

Cape Town - South African fruit producers supplying the United Kingdom have had enough of supermarkets and their buyers' bullying tactics, and have now called on the British government to protect them from alleged unethical practices. The fruit producers' operating company, Fruit South Africa, has compiled a report about alleged malpractices by British supermarkets when buying South African fruit that are making it virtually impossible to continue doing business. During the recent Chelsea Flower Show in London Western Cape Minister of Agriculture and Rural Development Gerrit van Rensburg handed the report to Jim Paice, the British Minister of Food and Agriculture. Paice mentioned that the British government was busy appointing an ombudsman to investigate such complaints. Fruit South Africa said certain buying practices were undermining relations between sellers and buyers. These included selling products for less than cost, buying more products than necessary, altering brand names, taking discounts and insisting on accreditation requirements out of keeping with the demands of other supermarkets... British supermarkets are accused of overloading their shelves to make them more attractive to consumers, and then announcing that not all the fruit has been sold. The goods then often have to be re-packed at the producer's expense and sent to other dealers. South African fruit producers are also unhappy about the double standards being applied regarding requirements placed on products. Retailers use certain standards to give them a competitive advantage, limiting the turnover of the producer's goods. Packing requirements are also a headache – supermarkets insist, for instance, on fruit being packed in containers carrying their own logos and according to their requirements. These demands are regularly changed and the fruit producer is then saddled with unusable packaging which costs him money. It also appears that some fruit importers use quality requirements as loopholes to augment their income. Defective quality is claimed, in order to force the producer to accept lower prices than those previously agreed upon.

[www.fin24.com; 31 May 2011]

Au: Juicy Prospects in South East Asia

A commodity analyst says growth in demand for orange juice in Asia could provide market opportunities for Australia. Francois Sonnevile, from Rabobank, says world orange juice prices remain high, despite a volatile past decade. He says Australian orange growers are ideally positioned for the growing South East Asian juice market, but need to ensure they capitalize on their strengths.

[www.abc.net.au; 3 June 2011]

Peruvian Citrus Exports Expected to Hit Record Levels in 2011

Sergio del Castillo, chief executive officer of Peru's citrus trade group, ProCitrus, told The Produce News May 27 that Peru expects to export 70,000 metric tons of fresh citrus this year. The season's first Peruvian clementines were to arrive in the United States in the week of May 30. By mid-June, Peruvian Minneolas and W. Murcotts were expected to hit the U.S. market.

A small volume of Peruvian Satsumas was already in the U.S. market by May 27. "The season is going pretty well. We have a good crop," said Mr. del Castillo. "The production is a little bit lower than last year, but we are having a better packout, and the size and quality of the fruit are excellent."

[www.theproducenews.com; 2 June 2011]

Argentine province to extend fruit farmer benefits

Argentina's agricultural province of Tucumán has announced it will extend tax concessions for citrus, blueberry and strawberry producers, newspaper La Gaceta reported. The story reported the tax rate of zero would be in effect for producers until April 2012, applying to lemon producers if the fruit was commercialized directly by the primary producer. The extension decision was made by the Executive Branch of Tucumán to assist producers in their exports to various countries worldwide.

[www.freshfruitportal.com; 31 May 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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