GLOBAL CITRUS SCAN (26/2011)

John Edmonds (15 July 2011) Citrus Growers Association (CGA)

Current Exchange Rate	R/$ 6.82	R/€ 9.69	R/£ 11.01
Last Week:	R/$ 6.71	R/€ 9.61	R/£ 10.74
Last Year:	R/$ 7.53	R/€ 9.58	R/£ 11.48

[www.oanda.com/currency/converter]

Export harvest halt for Argentine lemons

The Tucuman Citrus Association (ATC) has announced export lemon harvesting will be interrupted in the Argentine province, following serious damages from frosts in recent weeks. In an announcement, the association said the decision was made to only harvest lemons for industrial use with damage evaluations still taking place.“Already there have been spots noticed on the skin, soft fruits, oil gland ruptures in the skin, ruptures in the cells containing juice inside the pulp, and so on,” the release said.“This decision minimizes packing activity, much of which is currently on hold until fruit that’s eligible for export returns.“In this regard, we call for extreme quality control for export lemons from Tucuman producers and packers, in a way that ensures fruit provisions meet the conditions required by each country.“A more rigorous selection allows us to continue showing the high prestige of our production, so that we can instill confidence about our product being reliable despite the severe inclement weather suffered.”
[www.freshfruitportal.com; July 12th, 2011]

Spain: AVA warns that Citrus culture in Valencia is at technical bankruptcy

Citrus producers from Valencia, cumulated global losses in the last campaign, which the Farmers Association from Valencia, AVA-Asaja, estimates to be of 310,000,000 Euro, on a daily average of 1,684 Euro per hectare (there are 183,000 hectares of citrus in the Valencia Community). With a result situation this negative adding to the previous campaigns, AVA warns that the sector, at least for growers, is at "technical bankruptcy", which is being translated in a massive decrease of plantations. The agricultural organizations show that this year "there are already 7,000 to 10,000 ha left without any cultivation, due to the crisis", which mean the closing down of 3,500 to 4,500 plantations. The economical impact of this decrease will mean the loss of some 3,000 jobs and a business amount of 62,500,000 Euro, which will reflect negatively in several economic activities.
[Lasprovincias; 14 July 2011]

UK: Waitrose to stock new sweet grapefruit variety

Waitrose is the first UK supermarket to sell the Jackson grapefruit, a new variety, in a bid to convince more shoppers to include grapefruit in their five-a-day. The new Jackson grapefruit is a sweet, white variety grown in South Africa. It has a unique, smoother flavour without the infamous bitterness traditionally associated with grapefruit. Waitrose will offer this sweet grapefruit exclusively in the UK under its Limited Selection brand…Jane Goodson, Waitrose citrus fruit buyer, says: “July marks the beginning of the main South African grapefruit season…The Jackson variety is less acidic and is therefore less tart compared to a normal grapefruit, therefore it appears to taste sweeter. Since Waitrose has a strong grapefruit market share we believe we are in a perfect position to promote this new variety. “If consumers try the sweet grapefruit we believe they will be encouraged to try other varieties such as red and pink grapefruits, which have been consistently over performing in the last 6 months at Waitrose…In the last 12 weeks, Nielsen data reveals Waitrose year-on-year growth in the grapefruit category is almost 26 per cent, which places it 40 per cent ahead of the UK market.
[foodingredientsfirst.com; 15 July 2011]

Mexico: 40% of the citrus industry is affected

40% of the citrus production was affected by temperatures that registered up to 50 degrees Celsius burning trees and fruit in more than 30,000 hectares of the region…The prolonged drought caused negative effects on trees and fruit; some bushes lost all their leaves and flowers due to high temperatures.
[federcitrus.org; 11 July 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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