

GLOBAL CITRUS SCAN (33/2011)

John Edmonds (9 September 2011)

Citrus Growers Association (CGA)

Current Exchange Rate	R/\$ 7.14	R/€ 10.02	R/£ 11.41
Last Week:	R/\$ 7.00	R/€ 10.01	R/£ 11.34
Last Year:	R/\$ 7.24	R/€ 9.21	R/£ 11.19

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

China doubles citrus exports to Russia

According to Fruit-Inform Project's analysts, the market operators should pay much attention to China's expansion in the Russian market for citrus fruits. Chinese suppliers managed to increase their exports to the Russian Federation more than twofold in the past 4 years. Such an achievement enabled China to enter the group of six biggest exporters of citrus fruits to Russia and outstrip such important exporters as Spain, Pakistan and Israel. Mandarins are the most popular category of Chinese citrus exports and account for more than a half of China's total exports to Russia. Grapefruits are the second major category.

[www.lol.org.ua; 9 September 2011]

Tucuman, Argentina: Lemon industrialization opens door for foreign market

This citrus allows a productive diversification, of which 70 percent is exported due to the fruit quality. The lemon industry of the province developed a high level of vertical integration with a strong presence in all the phases of the activity by industrial producers. The lemon production in Argentina involves about 1,000,000 MT and about 50 percent of citrus produced in this country. These fruits are mainly from the north-western provinces in Argentina and Tucumán with 90 percent of this production. Tucumano lemons occupy about 34,000 hectares with a productivity higher than the rest of the country which allows a good quality product at a reasonable cost. 70 percent of the lemon production is destined for the production of concentrated juice, essential oils, fragrances and dehydrated peels, which almost all are exported. Fresh fruit: 70 per percent, which is the best quality fruit, is exported the rest is consumed in the local market...Tucumán lemon, over the last decades, has undergone a remarkable change. In the 90's, 80 percent of production was destined for the industry, and the remaining 20 percent, fresh fruit, was divided equally between domestic and export market. Currently, more than 30 percent of total production is marketed in the fresh market, and approximately 70 percent intended export...From the industrialization of the lemon production, approximately 38,000 tons of concentrated juice, essential oil 1.800 tons, 25,000 tons of dehydrated peel... The products obtained are used as inputs mainly for the soft drink industry. The concentrated juice is mainly used in the preparation of soft drinks like soda and also it is used for oil.

[www.freshplaza.com; 5 September 2011]

Price gaps changing in Middle Eastern fruit markets

A Middle East fruit market expert has told www.freshfruitportal.com the price gap between Dubai and Saudi Arabia has dropped, leading to lower re-export rates. G.F. Marketing director David Pearce says Dubai prices are usually much lower and 55% of the fruit that enters the market is re-exported to Saudi Arabia, but this dynamic has changed recently. "What we have been seeing for the past few months is that the prices are very similar and less fruit is going over into Saudi Arabia," he says. He says kiwifruit is not profitable in the region at the moment but bananas certainly are, while the month of Ramadan helped the rotation of citrus oversupply with the exception of grapefruit. "Sales picked up as Ramadan got into full swing with sales rates increasing in the second and fourth weeks of August. Navel sales price increased as Navels became shorter in supply. The price went over AED60 (US\$16.33) per carton for good quality navels. So, Ramadan sales did help South African citrus out of a difficult position on Navel oranges. "Kiwifruit (Chilean) was oversupplied into the market and has been for some time and all fruit were sold below cost. "Less Valencia oranges have been shipped out of South Africa and yet Valencia sales price in the market has dropped. The two to three week after Ramadan is always poor and we are seeing this again."

[www.freshfruitportal.com; 9 September 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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