

GLOBAL CITRUS SCAN (41/2011)

John Edmonds (4 November 2011)

Citrus Growers Association (CGA)

Current Exchange Rate	R/\$ 7.96	R/€ 10.94	R/£ 12.70
Last Week:	R/\$ 7.82	R/€ 10.97	R/£ 12.53
Last Year:	R/\$ 6.89	R/€ 9.67	R/£ 11.07

[www.oanda.com/currency/converter]

Pakistan: Seedless variety to boost kinnow exports to \$ 1bn

With the introduction of seedless citrus variety, country's kinnow exports are expected to grow multifold and get share of \$1 billion in the world citrus market. Currently, the world market for citrus is valued \$2.135 billion in which Pakistan's share has remained \$33 million per annum, just around 2.5 percent. "Pakistani kinnow could not exploit the potential European markets due to large number of seeds in the fruit and consequently the country had to export its citrus to low priced countries that affected its price," Chief Executive Officer, Harvest Trading, Ahmad Jawad said here Wednesday... Iran, Russia, Ukraine, UAE, Saudi Arabia, Uzbekistan, are the largest export markets for Pakistani Kinnow. Jawad said, now Pakistan has been able to develop the new variety and is expected to begin exporting seedless kinnow citrus shortly that would multiply citrus shipments and attract Europe markets. "We are looking forward to have 3 to 5 seeds each fruit as compared to 20 to 25 seeds each piece," ...Jawad further said that Pakistan produces 95 percent of total world kinnow production while it is the sixth largest producer of Kinnow (mandarin) and oranges in the world, with 2.5 million tones. He said there are around 200 Kinnow processing units in the country and most of these have been established quite recently and are contributing a lot in enhancing the quality of Kinnow for export purposes in District Sargodha. "Once the seedless varieties start bringing fruit, it will help generate precious and much-needed foreign exchange for the country which goes up \$ 1 billion extra," he said.

[brecorder.com; 4 November 2011]

Brazil: Orange productivity grows 30% in Limeira

Orange harvest reached 35% of the cultivation area in the Limeira region, in the interior of S. Paulo. According to the president of GCONCI, José Eduardo Teófilo, there was already a 30% in productivity regarding last season. Favorable weather conditions contributed to the good harvest. The highest offer amount already reflects negatively in prices as prices paid to producers are around R\$10 to R\$10,50 per box. "It's a low price for the producer that spent R\$3 to R\$4 to place this product on industry", he commented. For the producer that sold its production to the industry on the last year, average income was of R\$13 to R\$15 per box.

[freshplaza.com; 2 November 2011]

Argentine citrus steps firm in the European Union

Argentina is the largest producer and exporter of lemons in counter season. The local citrus is harvested in the period from March to August, when countries in the Northern Hemisphere stocks are exhausted and supply decreases; using that geographical advantage, many Argentine companies are strong in Europe...the Argentine lemon enters the European market when the Spanish lemons are finished and when the Turkish have not been harvested. That window of time can be extended from May to September. "This year, since Spain had a lot of production, that window is narrowed, but in the months of June and July we almost supply the entire market" he said. This year Argentina exported some 250,000 tons of lemons, nearly 20% of the total production... The boat trip takes between 20 and 40 days. Argentine lemons can last, in good conditions, about 90 days...Argentina's exports, according Omodeo have two problems: "On one hand, the lack of competitiveness in Argentine cost compared to European one and, secondly, the recession in Europe, which makes the price drop, the final value in Europe ranges at 0.65 euros per kilo," she said. So for your business it is also very important to develop new markets such as Asia and the U.S., reported Rural Clarin.

[freshplaza.com; 2 November 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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