

GLOBAL CITRUS SCAN (24)

John Edmonds (27 July 2012)



Citrus Growers Association (CGA)

Argentine breakthrough for Japanese citrus market negotiations

Argentina has overcome a significant hurdle in its bid to export citrus to Japan following successful cold treatment tests for mandarins and oranges, according to the Obispo Colombres Agro-industrial Experimental Station (EEAOC). The treatment methods, developed by EEAOC in 2003, were approved as satisfactory by Japanese government inspector Dr. Toshiyuki Dohino who conducted an audit from Jul. 13-23. The tests included cold treatment at 2.1°C (35.78°F) for 21 days with oranges and 23 days with mandarins, eliminating possible infestations of the pest *Ceratitis capitata*, which is not present in Japan. The tests were also shown to eliminate the 12,000 Mediterranean fruit fly larvae that were inoculated with each fruit sample. The EEAOC claimed the National Agriculture and Food Health Service (SENASA) would soon provide the results from the analysis to its counterparts in Japan, with an analytical and collaborative process to be used for an official phytosanitary proposal, which would be put to the public for comment if successful. In a release, the EEAOC said previous work done with Argentine grapefruit, lemons and Valencia oranges was a precedent for the recent tests. The latest tests are valid for Clementine, Murcott, Ellendale and Nova Tangelo mandarins, as well as Navel and Salustian oranges.

[freshfruitportal.com; 25 July, 2012]

Peru's citrus export grows

Peru has become the fourth largest producer of citrus in the Southern Hemisphere. Over the past ten years Peru has entered into competition for export markets with South Africa, Argentina and Australia for mandarin trade. Export takes place to the US, the UK and Hong Kong. However, only 10% of the country's produce is exported at present.

[agra-net.com; 20 July 2012]

US (CA): Cuties relationship turns sour

The Cuties citrus brand has recently become embroiled in a legal battle between two of the citrus industries most dominant players - Paramount Citrus and Sun Pacific. The business partnership between the two, which is responsible for having made the Cuties brand a household name, has turned sour. It all started when one part of the partnership - Sun Pacific - started turning out a new citrus juice using the brand, which is jointly owned... Over the last 10 years Cuties have generated sales worth in the region of \$300 million. It's a success story that tells of an impressive marketing investment and a product that fits neatly into the US consumer demand pattern - it's convenient. Betsy Hays, a PR expert, says that people no longer ask for clementines in the store, they ask for Cuties. The success of Cuties has led more and more people to plant more and more acres with mandarins and currently, as much fruit as is grown, sells. However, some growers are concerned about the rate in which people are turning their land over to this type of cultivation. 33,000 acres were under mandarin cultivation in 2010, up from 25,685 in 2008 and there are another 6,092 acres still not ready to bear fruit. Tulare County citrus manager, Chris Lange, of Beresford Ranches, is worried that the market may be saturated by mandarins and unable to cope with so much volume of one product.

[fresnobee.com; 24 July 2012]

Brazil: CitrusBR will invest US\$ 1 Million to promote worldwide orange juice consumption

The president of the National Association of Citrus Juice Exporters (CitrusBR), Christian Lohbauer, confirmed on Thursday an initial investment of US\$ 1 Million in a strategic positioning project to promote orange juice consumption in the main worldwide markets. During the last ten years, consumption of this beverage has seen a 16% fall. "If we are able to stop this fall, it will be glorious," said Lohbauer.

[Agencia Estado; 20 July 2012]

US: Citrus greening bill passes Senate panel

Legislation that would provide up to \$30 million per year for five years for research to battle the deadly citrus greening disease in Florida and other citrus-producing states passed its first major hurdle in the U.S. Senate on Wednesday. Several studies have been made in three of the ten target countries: Germany, France and Canada. According to CitrusBR, in October the entity must have a diagnosis which will determine the strategy for the campaign.

[theledger.com; 23 July 2012]

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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