

GLOBAL CITRUS SCAN (35)

John Edmonds (19 October 2012)



Citrus Growers Association (CGA)

We just need to know” says Citrus Australia

Citrus Australia has urged the federal government to speed up its decision in response to a review of export efficiency powers, with growers still waiting to see whether they will continue with the single desk marketer system next year. The association's CEO Judith Damiani told www.freshfruitportal.com the industry was anxious to know whether exports to the U.S. would continue to go through marketer DNE World Fruit Sales or if other players would be brought into the bargain... "The timing is getting critical. The industry needs to know what the outcome is so that everyone can plan with some certainty for next season."

[www.freshfruitportal.com; 17 October 2012]

Taste of South Africa” bolsters U.S. presence for SA citrus

Promotion campaign "Taste of South Africa" has kicked off at Walmart stores in the U.S. northeast as the world's second-largest citrus exporter looks to boost sales towards the end of its 2012 campaign. The campaign is in conjunction with South Africa's Western Cape Citrus Producers Forum (WCCPF) and was launched on Friday, Oct. 12 in Levittown, Pennsylvania. "Walmart is among the largest importers of South African Summer Citrus to the U.S.," said WCCPF CEO Suhanra Conradie. "With its wide retail reach, consumers in the U.S. have access to healthy and delicious citrus at a time when domestic citrus is unavailable... The promotions will last a week and will also include samplings of South African oranges in 32 stores. Details of participating outlets can be found here. The New York South African Consulate's Consul for Trade Affairs Gugulethu Gingqi, said the citrus export program was an example of how Walmart supported numerous economic programs and emerging industries in South Africa. "The value of this export program to other emerging industries in South Africa is extremely important to South Africa's economic future."

[www.freshfruitportal.com; 16 October 2012]

South Africa launches standardized audits for fruit industry

South African fruit producers will soon have a simplified auditing process to standardize their industry. South Africa's fruit industry claims it has become the first to unify international and local audit standards with one audit for all levels of production. Fruit South Africa will launch the Sustainability Initiative of South Africa (SIZA) this November with the help of the Global Social Compliance Programme, an organization dedicated to harmonizing ethical requirements and creating internationally recognized audit systems. SIZA parts from the old system in South Africa that required producers to submit for various auditing processes, creating headaches and excess costs. Fruit South Africa Ethical Trade Programme coordinator Colleen Chennells says the new system adheres to South African law while appeasing international norms. "[SIZA] is an industry standing together and saying this is what we stand for. It's nothing less than international requirements. It's not about competitive advantage for retailer," she says. "This is about a sustainable program that's driven from the supply base." SIZA seeks to ease the business process from the ground up and welcomes producers, exporters and stakeholders on all levels of the supply chain... The program will run informational sessions across South Africa to drive awareness and membership in the new system. Although driven by the fruit industry, SIZA is open to all agricultural industries.

[www.freshfruitportal.com; 18 October 2012]

USDA predicts slightly larger Florida citrus crop in 2012-2013

The U.S. Department of Agriculture (USDA) has estimated that the Florida citrus crop will increase about 5 percent to 154 million boxes during the 2012-2013 season. The forecast is the USDA's first of the season. It is revised monthly as the crop takes shape until the end of the season in July... During the 2011-2012 season, Florida produced 146.6 million boxes of oranges. The USDA's 2012-2013 Early-mid estimate is 74 million boxes, down a fraction from last season. The Valencia forecast is 80 million boxes, up from the 72.4 million boxes produced in 2011-2012. For Florida specialty fruit, the USDA predicts 1.2 million boxes of tangelos and 4.4 million boxes of tangerines. Those numbers are up slightly from last season... The USDA predicts Florida will harvest 20.3 million boxes of grapefruit in 2012-2013, an increase from last season's final total of 18.85 million boxes.

[www.freshplaza.com; 15 October 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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