GLOBAL CITRUS SCAN (40)

John Edmonds (23 November 2012) Citrus Growers Association (CGA)

Spain: Valencia supplies 18% of the world's citrus

The Spanish Province of Valencia, with 18%, is the world's largest supplier of citrus. Its total contribution is nearly double that of its closest competitors, Turkey and South Africa. This, according to Alberto Fabra, chairman of the Generalitat, during the opening of the 12th International Citrus Congress in Valencia. The annual event is attended by more than 2,000 experts, scientists and breeders in the citrus industry. Febra confirmed the fact that Valencia is market leader. Luis Navarro, an IVIA investor, stated that the upturn is due to increased export to countries like China and India. Navarro also brought attention to the industry's on-going battle with infections and diseases, like the dreaded tristeza virus and HLB.
[www.freshplaza.com; 22 November 2012]

Mexico: Increased citrus export

The Mexican Secretariat of Agriculture (SAGARPA) made public that the export of lemons has increased with 44.1% in the first three quarters of this year. This means that in nine months' time, over 492,000 tons was shipped abroad. Main buyers during this period were the US, the UK, Holland, Canada and Japan.
[www.freshplaza.com; 22 November 2012]

Israel: Grapefruit market turns after promising start

After a good start to the grapefruit season brought on by few inventories and little competition, sales of Israeli grapefruit to European countries have cooled. But even though competing fruit from Spain and Turkey is pricing out Israeli fruit right now, the good start to the season has, on balance, made it a good year so far for Israeli grapefruit shippers. "We had a very nice start to the season, but the grapefruit market has now turned," said Oron Ziv of Mehadrin, one of the largest Israeli citrus exporters. Low inventories of fruit coming into the season raised Ziv's hopes that they would be able to move a lot of fruit this year, and that was the case for the first few weeks of the season. But as soon as cheaper Spanish and Turkish grapefruit hit the European market, Mehadrin's grapefruit sales dropped off…
[www.freshplaza.com; 20 November 2012]

South Africa: unified norms encouraged in face of labor unrest

South Africa has launched its first unified farm production audit this month in an effort to bring together workers from across the supply chain under set norms. The Sustainability Initiative of South Africa (SIZA), managed by Fruit South Africa, aligns international and local standards. It enables the agricultural industry to assess practices through one clear system and eliminates the need for multiple audits. Colleen Chennells of Fruit South Africa said the program launch comes at an important time, marked by two weeks of violent labor unrest in Western Cape. She emphasized the necessity to bring together workers from all levels of production under a common vision. "In light of the demonstrations that have taken place in the past two weeks, the need for a program like SIZA has become actually even more apparent. To get everybody onto the same page. To get everybody buying into one standard, one code, one vision. In a strange way it's sort of highlighted the need for SIZA," she told www.freshfruitportal.com....SIZA works in various steps including training, self-assessment and a third-party ethical audit that integrates worker opinion. The system helps farms identify risk and determine ethical compliance with the goal of informing industry efforts to improve. The program hopes to register 500 farm sites in the first year and 2,000 in the first three years. Beyond actual farms, the program seeks to involve importers, exporters, retailers and NGOs. Chennells said the program is currently focusing on growth. A series of information sessions are scheduled throughout the country to encourage greater membership. The non-for-profit program will use membership fees to support projects related to ethical matters in the industry.
[www.freshfruitportal.com; 21November 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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