GLOBAL CITRUS SCAN (8)

John Edmonds (15 March 2013) Citrus Growers Association (CGA)

Italy: No price difference between oranges with small and big grades

The 2012/13 orange campaign has been characterised by the preference of Italian consumers for fruits with smaller grades. This is also the opinion of Angelo Cuniglione, representative of Francofonte's (Sicily) Big Fru. "What is weird is that consumers now seem to have a limit they are willing to spend. Medium garde oranges are sold at very high prices and therefore, the price of big grades is roughly the same. Proportions are gone, as there used to be a €0.70-0.80 difference between small and big grades, whereas now they are at the same level. I think it down to the economic crisis," explains Angelo.
[Freshplaza.com; 11 March 2013]

Spain: "Now the main threat to Spanish oranges is Egypt"

Plenty of rain has fallen over the past few days in the main citrus-producing regions of Spain; even hailstorms in various areas of Valencia and Murcia. "It is still too early to evaluate the damages, but we know that trees were not affected by hail. There will, however, be problems with wasted and rotted fruit in the next orange and clementine harvest, as moisture levels are higher and winds are stronger," explains Alejandro Peiró, Commercial Director of Peiró Camaró… " It is, however, a difficult season for oranges, which up until now have registered very low prices," he says. "At the moment we are working with the Nadorcot and Murcot mandarins and the Navel Late oranges, with which we can continue during March, April and May, along with other varieties such as the Navel Powel and Navel Chislet. We will finish with the Valencia Late in June and July." Once this stage of the campaign is completed without any severe damage caused by bad weather, the greatest threat to Spanish citrus, according to Alejandro Peiró, is the strong competition that Egypt will bring in 15 to 20 days with varieties such as the Valencia Late. "Egypt introduces large production volumes into the market at really cheap prices. Its citrus production has significantly grown thanks to low production and labour costs. The Government offers arable lands at extremely affordable prices on the banks of the river Nile, so irrigation costs are very low. With these advantages, and with lower maritime transport costs, they can offer very competitive prices, exporting to the same markets as us," he explains…Meanwhile, the European Union may forbid the access of South African imports if too many cases of Citrus Black Spot are found. "If South African oranges stop being imported by then, prices will shoot up in Europe," he explains.
[Freshplaza.com; 11 March 2013]

Steady growth to continue for Peruvian mandarins in 2013

The Peruvian mandarin export industry has consolidated its position significantly over the last three seasons, growing from 36,425 metric tons (MT) in 2010 to 47,000MT last year on the back of demand from key destinations like the U.K., U.S. and northern Europe. At www.freshfruitportal.com we speak with ProCitrus president Ricardo Polis about the South American country's advantages in global markets. Polis said the industry had been able to achieve success in markets due to the quality of Peruvian fruit in general. "When Peru decides to export mandarins, it gives itself **benchmark of the best fruit, and that's South African**. The challenge is then to have fruit of equal or better quality," he said. He said while South Africa was the main competitor, Peru had an advantage due to the location of its growing regions…Peru is the fourth-largest exporter of mandarins in the Southern Hemisphere and it is are already positioned in markets like the U.K. and northern European countries such as Germany and Russia, Polis pointed to strong campaigns in the U.S. coasts and Canada. Inroads have also been made in Asia, especially in China. "We are starting in China. During the past three years, shipments to this country have increased sharply. For my company (Consorcio de Productores de Frutas/Consortium of Fruit Growers), we began sending 200MT three years ago and we hope that this volume will rise to 1,000MT in 2013."
"Exports of Satsuma mandarins will start in the next 10 to 15 days, and then varieties such as Clementines, Minneolas and Murcotts will be added; varieties that are the most relevant in terms of volume."
Minneolas are the country's leading easy peeler variety, accounting for 66% of the total at 31,600MT in 2012.
[www.freshfruitportal.com; 13 March, 2013]

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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