GLOBAL CITRUS SCAN (16)

John Edmonds (10 May 2013)
Citrus Growers Association (CGA)

US (FL): Coca-Cola to plant 5 million citrus trees

Coca-Cola Co. said Tuesday it will support what's thought to be the largest planting of citrus trees in Florida in 25 years, with a commitment to purchase about $2 billion worth of oranges from the new groves. The company's partnership with Peace River Citrus Products and Cutrale Citrus Juices — a large Brazilian grower and juice processor — will allow the other two companies to plant 25,000 acres of orange trees in Polk, Hardee and DeSoto counties, Southwest of Orlando. "The fact that one of the dominant Brazilian players will now have an ownership stake in actual production in Florida is a tremendous development," said Florida Agriculture Commissioner Adam Putnam, who joined the announcement outside Coca-Cola's giant juice-production plant in Auburndale. Some 5 million new trees will be planted in the new groves, and Coca-Cola will acquire all of the fruit produced by those trees over the next 20 years. According to a study conducted by the Florida Department of Citrus, the initiative will generate more than 4,100 direct and indirect jobs in the state.
[orlandosentinel.com; 8 May 2013]

Turkish Exports fall in April

According to figures that include the Union of exporters of the Mediterranean, the export of citrus in Turkey during the month of April has fallen 43 percent in value and 46 per cent in volume, compared to the previous year. And it is that in April 2012, the country exported 85,000 tons compared to 46,000 tons in the same month in 2013. Orange is that has most suffered this decrease, approximately by 67 percent of the volume, followed by Mandarin (-51%) and pomelo (-46%). The export of lemon is that less has come out handicapped with a decline of 22 per cent. It seems that the campaign of citrus in Turkey ends before that in the previous year. This campaign has been characterized by a drop in the production of 20 percent with reference to the last year.
[www.federcitrus.org; 7 May 2013]

Downturn for Chilean Clementines

Citrus exports and sizes from Chile during 2013 are tipped to be slightly lower than last year, according to the latest forecast from the Chilean Citrus Committee. Committee president Juan Enrique Ortúzar told Americafruit that the anticipated volume decline comes in spite of new groves entering full bearing and as a result of drought. In particular, clementine sizes will be smaller and exports are expected to fall from 34,800 tonnes in 2012 to 27,800 tonnes this year due to the prolonged drought in the Coquimbo region, Ortúzar explained. This contraction in clementine volume is set to significantly impact Chile's total citrus exports, Ortúzar said, although navel oranges are still expected to lead overall citrus shipments during the June through October season. Within the navel category, the committee expects a 5 per cent increase in sendings this season as a result of new groves entering production, especially for early varieties.
Last year, Chilean navel exports rose to 69,000 tonnes, of which 52,000 tonnes were shipped to the US. Late mandarins should also continue growing, according to the committee, although at a lower rate than last season. Mandarin shipments are anticipated to increase by 15 per cent, up from 22,400 tonnes in 2012, of which 19,800 tonnes were shipped to the US. Although weather conditions for the Chilean winter remain unclear, the committee believes the most likely scenario is that rains should return to normal, which points towards a normal harvesting period. "It may not be sufficient to fill the water dams but it will still be enough to have a normal picking season without much risk of frosts," Ortúzar noted. Chile's clementine harvest is predicted to start in late April, peaking in mid-May to early June (weeks 20 to 25), and expected to end by late July. Navels are set to start lightly in late May but with significant volume available by early June, peaking in mid-July to early August (weeks 30 to 35). Late mandarins should start in late August, peaking in mid-September, according to the committee. Finally, the lemon season looks set to start a couple of weeks later than usual since domestic demand has been strong in April. Chile's lemon shipments should only begin by mid- to late May with significant volume.
[Fruitnet.com; 30April 2013]

South African citrus attracts investors from China, India and Russia

South Africa is again capturing the attention of Russian, Indian and Chinese investors, including a planned visit of Chinese buyers, who intend to spend in the country 5000 million rand (425,7 million euros) this year, according to Lionel October, director general of the Department of trade and industry. October says that Russian counterparts of the Department agreed, during the Summit of Durban, they would send trade missions to expand the purchase of South African juice and other food products with a long life span. He adds that Russia now is the main market for citrus from South Africa, which exported to this country 12% of its citrus for export. South Africa has been able to gain market share in the country, since the European citrus are being affected by anthracnose disease.
[allafrica.com; 6 May2013]

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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