GLOBAL CITRUS SCAN (19)

John Edmonds (31 May 2013) Citrus Growers Association (CGA)

Hail sweeps Valencia

Hail on 27 May has caused significant damage to citrus groves in the eastern Spanish region of Valencia.
Several different storms swept the region on Monday afternoon, causing varying degrees of damage. In the Ribera area kakifruit and orange plantations were hit by hail, which was followed by heavy rainfall.
Cristóbal Aguado, president of the Valencia growers' association Ava-Asaja, said: "We are experiencing spring characterised by significant atmospheric instability and once again hail has damaged crops."
He added that his organisation would be seeking support from regional and national government for those growers affected, including free supplies of fungicide and other treatments for damaged trees.
"Given the drastic cuts that subsidies to farm insurance have suffered, growers are more defenceless than ever in the face of weather-related incidents and the authorities are obliged to offer them their full support," concluded Aguado
[Fresh Produce Journal; 27 May 2013]

Temperature extremes slash Moroccan citrus output

Severe summer heatwaves and end-of-year cold spells in MY 2012-13 contributed to a sharp decline in Morocco's citrus production and took a toll on exports, the United States Department of Agriculture (USDA) reported.
Overall fresh citrus production dropped 20% to 1.494 million metric tons (MT). From October 2012 to mid-April, the north African nation exported 356,776 MT of fresh citrus, an 18% decline compared to the same period the previous year. Orange exports decline 55% to 47,731 MT... Lemons, limes and grapefruit dropped 69% to 47,500 MT…In contrast to poor production volume, rainfall improved during MY 2012-13…Better availability of irrigation resources is expected to favor the next citrus season. Russia remained in the top spot for Moroccan citrus arrivals, follow by the E.U. Small citrus and orange exports to Russia did decline, however, by 5% and 47%, respectively.
[www.freshfruitportal.com; 27 May 2013]

U.S.: Limoneira aims to triple lemon shipments worldwide

Californian grower-exporter Limoneira Company (NASDAQ: LMNR) may have had to "hold its breath" when breaking ties with produce power Sunkist Growers Inc in 2010, but doing so has helped it ride – and push – a wave of growing global lemon consumption. In Asia, Oceania, South America and North America, the business has kept cultural considerations in mind to get the fruit in more recipes, bars, decorations and cleaning agents. Limoneira CEO Harold Edwards expects total sales to be up 150% this year compared to 2010, with ambitious goals in the future utilizing Chilean, Argentine and South African supply…Consumption has been fairly flat in the United States, but Edwards notes the amount of lemons circulating worldwide has risen by 45 million cartons in the last decade, representing a growth rate of 56%...A key growth anchor for Limoneira is its "Unleash the Power of Lemons" campaign, encompassing a wide range of online and point of sales materials, translated into Chinese, Japanese, Korean, Filipino, Spanish, Portuguese and French to reach a broader market… "Today, at least in the developed parts of the world lemons are consumed predominantly as a garnish in a drink, and we see a huge percentage – over 50% – of lemons typically find their way into fresh water or iced tea as a garnish, but as begin the push to promote ways to incorporate them into recipes and take advantage of particular ethnic food types, we're seeing great traction." "One of the big issues we're facing is we've seen lemon consumption fall in half in Japan over the last 10 years. They used to consume seven million cartons but now they consume three million cartons," he said…He said part of Limoneira's strategy in Japan involved an "old idea" but one that seemed to be working – highlighting the benefits of using lemons in Japan's heavily fish-based diet… "Korea is the shining star of growth for us this year; it historically has been a large orange importer but a very low lemon importer. "Surprisingly, unlike their neighbors in Japan, Koreans just don't incorporate lemons into their diet to the same extent.Further south the company has capitalized on high Australian lemon demand and the country's strong currency…"They've increased per capita consumption significantly in Australia, so when they run out of their lemons we have a huge opportunity to supply Californian lemons…"Over the years we developed partnerships out of Chile that allowed us to ship into say Japan or California for part of the year with Chilean supply... Limoneira works with Argentine company FGF Tropani to improve its supply chains in Russia, Canada, South East Asia and East Asia.
He said around 50% of Limoneira's 3.5 million cartons of lemons this year will have come from outside production, while the other half has come from outside growers as the business continues to take advantage of extra capacity in its packing house "We set a 10 year timeframe and it's going faster than we thought, but essentially the way we see ourselves going is to see about six million cartons of those 10 million carton goal supplies by California and the four million balance coming from Chile, Argentina and South Africa."
[www.freshfruitportal.com; 27 May 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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