GLOBAL CITRUS SCAN (16)

John Edmonds (9 May 2014) Citrus Growers Association (CGA)

Spain: Lemon and grapefruit promotional campaign on social media

ASAJA Murcia will launch a promotional campaign for lemon and grapefruit on social media, namely on Facebook and Twitter, to advertise the wonderful nutritional and organoleptic properties of both citrus fruits. The general secretary of ASAJA Murcia, Alfonso Gálvez Caravaca, said that "the organisation perceives this promotion as fundamental, as we are aware that, in the absence of promotional initiatives, a social media campaign can be a great tool to make consumers aware of the benefits of lemon and grapefruit consumption." In this sense, Gálvez Caravaca pointed out that "we will use ASAJA Murcia's accounts to promote the lemons and grapefruit, with a campaign that will last for a whole year and will allow Internet users to become familiar with the qualities and health benefits of lemons and grapefruit for people of all ages. At the organisation, we are already working in the creation of a blog devoted exclusively to both fruits, which we hope will be successful and attract many followers."
[Freshplaza.com; 8 May 2014]

Spain: 100 million Euro in funding to Valencia's citrus sector

The Cajamar Cooperative Group has created a special line of credit of 100 million Euro to provide the citrus sector in the Region of Valencia with market liquidity, given the difficult situation for Navel and Naveline orange producers. According to a statement from the entity, loans of up to 50,000 Euro will be made available to citrus producers on preferential terms. Over the past few seasons, according to Cajamar, the prices registered for Navelines and other Navel oranges have clearly fallen below the cost of production, which has caused significant losses to growers. The situation has become even worse this year as a result of a major increase in supply (+25%) and a decline in demand caused by physiological alterations, such as creasing or cracking. Sources from Cajamar stated that the goal pursued is to improve the efficiency of the operations, with lower production costs and fruit better adapted to market demands.
[Freshplaza.com; 6 May 2014]

Aus: Citrus industry adjusting to US trade changes

Citrus Australia says its business as usual, a year after the Federal Government moved to deregulate the market in the United States. In early 2013, the single importer arrangement in the US was replaced with a Horticulture Australia (HAL) industry committee. CEO of the peak grower body, Judith Damiani, says exports to the US were down last year, but not by much. "I think it was only about a 6 per cent decrease of volumes last year to the year before, which equates to about 800 tonnes. Not quite significant, when the total number of tonnes shipped to the US in 2013 was 12,230 tonnes." She says the biggest impact on Australia's US market has been increased competition from Chile. "What we're trying to do now is that, when our fruit is ready, we ship as much of the volume early in the season, before the Chilean fruit becomes a big factor. In fact, we're quietly confident that scheduled prices can be up on last year." Pacific Fresh, a packing company at Leeton in south-west NSW, says it expanded its US export program last year from four to 34 containers of fruit. Chairman Frank Mercuri says the HAL committee, which has set a price for exporters to pay packing houses during the last year, has been helpful, but the price could be higher. "While it is good to have a minimum price, they're using this price as a maximum," he said. That's what they think they have to pay and that's it, but we're always trying to get more than that minimum price."
[abc.net.au; 6 May 2014]

More oranges means more juice for Brazilian citrus industry

Brazil’s orange harvest is expected to increase by 6.5% to 308.8 million boxes for the 2014-15 season, CitrusBR reported this week in its second season forecast. Growth was attributed to an increase in orchard productivity, despite a 2.6% decline of the total number of trees in production. For the estimated 152.9 million trees remaining in production, productivity climbed 9.4% to 2.0193 boxes per tree...An estimated 50 million of these 40.8-kilogram boxes will go to fresh sales, while the remaining 258 million will be sent for processing. Anticipated fresh volume sales remain on par with the 2013-14 season. Fruit for processing will increase, however, by 18 million boxes. Based on anticipated orange volume, CitrusBR estimated 973,000MT in production of frozen concentrated orange juice (FCOJ) with the equivalent of 66 brix. Around 265 boxes are needed to produce one ton of FCOJ with 66 brix equivalent.
[www.freshfruitportal.com; 5 May 2014]

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
YOUR LEVY WORKING FOR YOU – GROWER LEVIES ARE USED TO FUND THE ACTIVITIES OF CGA