GLOBAL CITRUS SCAN (30)

John Edmonds (15 August 2014) Citrus Growers Association (CGA)

Deadly bacterial disease citrus greening is impacting more than Florida citrus groves.

Greening has forced the Bartow-based Florida Department of Citrus and its governing body, the Florida Citrus Commission, to abandon TV ads for the first time in decades. The Florida Department of Citrus is a 46-employee state agency, financed by a growers' tax, whose job is to market Florida citrus products. Orange juice is its biggest marketing effort. Commercials have long been a big part of its budget, but greening has so ravaged the state's citrus crops that the department could no longer afford the costs of production and television time for the OJ ads...Behind that question lies the bigger issue of whether the department has any role at all in the Florida citrus industry's struggles to survive through the greening era.

[the ledger.com; 13 August 2014]

Citrus Australia upping exports of oranges to the Philippines

Citrus Australia, which has already been exporting oranges to the Philippines (albeit modestly, just 600 tons per year), is now planning to bring in a total of 10,000 tons in 10 years' time. "We note that there is a strong demand from Filipino consumers for fresh, tasty ingredients, and this is helping drive demand for fresh Australian citrus products," said Austrade senior trade commissioner Anthony Weymouth. Andrew Harty, GM for market development of Citrus Australia, added that he had gone around the grocery stores in Manila, and found that they are on par with—if not better than—Australian stores in terms of standard of safety and cleanliness. These oranges are not cheap, though. Each piece will cost P30-P50. "Don't expect to get the cheapest oranges from Australia. That's not going to happen. We send those oranges to our juice factories. Our fruits always target the premium end of the market," Harty said. Harty added that Australia is famous for its high-quality, sweet, seedless navel oranges that come in three types: early season, mid-season and late season. That means the Australian oranges have long shipping time, from May to October every year...Citrus Australia is now in full gear for the month-long promotion of "Australian Oranges-Now in Season." It will feature sampling activities in key groceries and supermarkets in Metro Manila until September, including Robinsons Supermarket, Rustan's Fresh, Rustan's Supermarket and Shopwise.

[inquirer.net; 12 August 2014]

Discussions for Egyptian citrus export to U.S.

A delegation from the US Agriculture Department will arrive in Cairo in September to open new markets for Egyptian exports notably citrus exports, said Minister of Industry and Trade Mounir Fakhry Abdel Nour. In a statement on Sunday, Abdel Nour added he held talks with the US secretary of agriculture on the sidelines of the US-Africa Leaders Summit that was held recently in Washington. The talks tackled ways to tap US markets for Egyptian exports, mainly agricultural products. Egypt has several competitive advantages in various export sectors, he noted.

[allafrica.com; 12 August 2014]

South African citrus industry cautious about Russian trade implications

A spokesman for the South African citrus industry says while there looks to be a good chance of shipments to Russia increasing, new obstacles must now also be addressed. Citrus Growers Association (CGA) of Southern African CEO Justin Chadwick said Russia may import more citrus in advance, to be sold at a time when consumers were used to the fruit being in season. "Obviously there might be some more interest in our products that they can't source from other suppliers," Chadwick told www.freshfruitportal.com. "Also they might be a bit concerned about the Northern Hemisphere season and so they might stock up on more Southern Hemisphere stocks as a result."...Russia as a single country is currently the biggest importing nation of South African citrus, receiving about 12% of shipments. An indirect consequence of the ban for South Africa, however, is that the produce industry may have to find another route for shipments travelling to Russia, with key European hubs looking like they are no longer feasible options. "The downside is that some of our product is routed through Europe to Russia so that will be possibly affected by the ban as well," Chadwick said. "So there will be some products shipping through the EU – probably Rotterdam in the Netherlands – which would normally be route to Russia which might have a problem now."

[www.freshfruitportal.com; 11 August 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
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