

GLOBAL CITRUS SCAN (39)

John Edmonds (17 October 2014)



Citrus Growers Association (CGA)

Moroccan citrus producers will not make same mistakes as last year in Russia

Morocco's latest export campaign towards Russia should soon begin, but authorities are making sure that necessary measures are taken so as not to make the same mistakes as last season. With serious competition from Egypt, South Africa and Turkey, Morocco believed that Moscow would be a real outlet for their produce. Morocco exported 586,000 tons of citrus fruits in total and increased their exports to Russia who received 200,000 tons of fruits compared to the normal 120,000 tons. But the inability of the Russian market to take in all of the Moroccan fruit was made worse by the plummeting prices of fruit leading to severe losses for Moroccan farmers who sell on consignment. Moroccan authorities have now made some reforms, the most important of which is setting up a citrus fruit coordination committee which reunites professionals over the entire production value. Their role will be to follow the markets and deal with logistical aspects and exports.

[Freshplaza.com; 17 October 2014]

Ukraine: Citrus fruits reach gourmet prices

In Ukraine, fruits and vegetables are becoming more expensive almost every day. Lemons have actually reached record prices and stores are treating them as authentic delicacies. The price per kilo stands between 1.83 and 2.56 Euro. Vendors say that the price depends on the quality. "There are both Spanish and Turkish lemons. The Turkish are cheaper, because of their thinner skin and lower quality. For their part, Spanish lemons are one of the most sought after imported goods," explains a trader. Experts attribute the high price of lemons to the fact that the fruit's value depends on the dollar. "If you look at the price index, fruits and berries register the highest cost increase. In Ukraine, the value of imports is estimated at one billion 200 million dollars, and the exchange rate is an important factor." said the agricultural expert Ivan Stefanyshyn. With the arrival of cold temperatures, the popularity of citrus fruits increases, as they are considered effective to prevent illnesses due to their high vitamin C content.

[Freshplaza.com; 15 October 2014]

Australian citrus feels effect of more South African fruit in China

Australian citrus grower, Seven Fields is celebrating winning the 2014 Regional Exporter's Award for Victoria. The company came out top of all the exporters in Victoria not just from the fresh produce industry, but all sectors such as IT, mining, manufacturers etc...For Sevenfields, the citrus season is drawing to a close, oranges are just finishing in the Sunraysia region and lemon harvest will commence in January, from their Katherine farms in the Northern Territory. Byllaardt said it had looked to be a very promising season, but fruit quality issues due to windy weather and then several frost events reduced the amount of fruit available to export. This, plus South Africa having problems with shipping to Europe due to the Citrus Black Spot issues, therefore sending more fruit than usual to China just compounded the problem. "South Africa has much lower labour costs than Australia, meaning they can supply citrus cheaper than us, plus we also have very strict protocols to meet in China which also adds to costs. Australia has only been exporting citrus direct to China for three years and this year was the first year substantial volumes were sent. As exporters we thought China would be another great market for us, but with South Africa likely to increase volumes there it is going to make it more difficult for us. We will continue to send fruit to China, but also concentrate on our core markets, which are Japan and the US and other South East Asian countries," he said. "The UK and EU are also very important markets for us, and with South Africa having difficulties in sending fruit here, it opens up more opportunities for us" explains Byllaardt.

[Freshplaza.com; 15 October 2014]

Australian citrus sends help to South Africa

The peak body for Australian Citrus is sending technical staff to help South Africa try and get back into the European market. The black spot fungal disease has prevented South African fruit going into the EU, so hundreds of containers of their citrus ended up in Asia, in direct competition to Australian exporters. Citrus Australia chair Tania Chapman says they need to help other countries keep markets open, so Australia isn't affected. "The more issues other people have, the more they are going to be a threat to us in our markets." "So it's really important that we have as many market opportunities as we can." "And sometimes to get into those markets we need to do a whole lot more research so that burden doesn't always fall back to the grower on the farm."

Source: abc.net.au

[Freshplaza.com; 13 October 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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