GLOBAL CITRUS SCAN (40)

John Edmonds (24 October 2014)

Citrus Growers Association (CGA)

Italian startup makes clothes from oranges

How two friends invented a sustainable, vitamin-based textile…Adriana Santocito, 36-year-old fashion designer, and Enrica Arena, 28-year-old communication specialist. Their adventure started in 2011, in a shared flat in Milan. Adriana and Enrica, non-resident students, dreamed of changing the world by using the resources of their homeland. Sicily is one of the largest producers of lemons and oranges, but every year more than 700,000 tons of waste is created by the Italian citrus industry…Adriana started experimenting in the lab of the Polytechnic Institute of Milan…the result is a fabric releasing vitamin C on the skin. Adriana and Enrica called it Orange Fiber as their startup - and in 2013 they patented it…In September the new textile spun with silk was presented during Milan Fashion Week. In addition to giving new life to citrus waste, orange textile reduces carbon emissions and environmental impact of the traditional textile manufacturing methods…Furthermore, it's good for the body. The microcapsules can resist up to 20 washes but Orange Fiber founders have started working on a refill system… The first collection will be ready for market in February 2015…

[Freshplaza.com; 14 October 2014]

Italy: The arrival of Turkish, Spanish and Chilean lemons

The import season of citrus fruit from South Africa is ending and it is now time to empty the storage units. Nino Leonardi from Leonards snc explains that "the campaign is rather slow. Oranges from South Africa are finishing so prices are dropping (€10-11 for 15 kg boxes, i.e. €0,70/kg). Now we are waiting for Navel oranges from Spain...The situation is different for lemons as "after the high prices of July and August, they are now dropping because fresh produce from Turkey, Chile and Spain is arriving. The Turkish produce is mediocre, whereas the Spanish one is good with prices 15% higher that of the competition.""The problem is that there is still a lot of produce from Argentina in storage, and it must be sold to make room for the new one.""As regards fresh lemons, prices hover between €1.30 and €1.50/kg. Argentinian lemons can be found at all prices," as the important thing is to get rid of them."Italian lemons will arrive soon…

[www.leonardisnc.com; 14 October 2014]

AU: Squeezing the most from Chinese market

Last year, David Thomas led a mission of 23 Australian citrus growers to China. What they learned there is illustrative of the challenges and opportunities that China presents for the Australian agricultural sector. Three years ago, citrus growers were digging up orchards, but China has come on stream for citrus in a way that could permanently change the citrus industry if it plays its cards right…Australia produces about 350,000 tonnes of oranges every year of which only about 8000 tonnes currently goes to China. "We laid some of these numbers down in front of the Chinese importers, and they said they could take the whole 350,000 tonnes - in fact, they could take double that. They said they had the money to invest in the supply chain; so how do you double production?" The citrus mission changed the attitude of the 23 participating growers in ways that Mr Thomas thinks are applicable to any agriculture sector looking to China. At the start of the mission, the growers saw each other as competitors. By the end, they realised that only by collaborating could they hope to deliver the volumes that would make them serious players in the Chinese market…We have to just give into that, and be consistent in delivering that safe, quality, tasty message."

[Freshplaza.com; 16 October 2014]

Spanish lemon prices under pressure due to Turkey's competition

Two weeks in advance compared to last season due to the mild summer temperatures, the lemon campaign started in mid-September with the Fino variety, which will be available until April, when the Verna variety, harvested until late July, will take over. "We started the campaign earlier because circumstances were optimal in terms of quality and we were ready to start harvesting," says José Antonio García, director of the Interprofessional Association of Lemon and Grapefruit (Ailimpo)…Now demand is slow; consumption is not taking off, in part as a consequence of the high prices that marked the end of the Southern Hemisphere campaign, and also because of the high temperatures that are still currently registered. After the Southern Hemisphere's fruit is sold out, Spanish lemons have to share the market with Turkey's produce, which, according to José Antonio García, has been competing aggressively since its "abrupt" start of the campaign. "Turkey's campaign has started with very large export volumes, around 60,000 tonnes in just four weeks, shipped both to its more traditional markets, such as Russia, Eastern Europe and the Middle East, as well as to Western Europe, with very aggressive pricing," he explains. "We don't understand why European operators are pushing prices unreasonably down when they have been paying very reasonable prices for the Argentinian and South African produce during the summer campaign…The lemon harvest prospects remain at 970,000 tonnes with satisfactory quality and very adequate calibres.

[Freshplaza.com; 23 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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