

GLOBAL CITRUS SCAN (3)

John Edmonds (30 January 2015)



Citrus Growers Association (CGA)

Worldwide citrus market update

The overall trend in the citrus market is that growers in Latin America aren't receiving the prices they need, where consumers in their export markets have to pay high prices for their products. Northern Hemisphere citrus is still in availability, but in February Southern Hemisphere is slowly joining the market.

United States Prices are very good, according to traders. January 23 prices for premium quality navel oranges size 48 were between \$19.80 and \$21.90. Prices for a carton of 72s were between \$16.80 and \$19.90, a carton of 88s was priced between \$12.80 and \$14.90, and prices for a carton of 113s were between \$10.40 and \$12.50. Last year the third week of January saw prices nearly identical to the current price of limes. Last year's lime prices broke all records; however the increase in prices was not present until the first week of February. The expectation is to see higher prices in February and March of this year, but not like last year, which was close to \$100.00.

Europe import: Turkish lemon exporters are pushing volumes and ask high prices, but they aren't receiving it. This is probably because Russia has not been the golden star that they thought it would be. Oranges from Turkey are €0.60 and lemons €0.80 to 0.85...The grapefruit market is better, prices are up €1.33 from last year. However we have to keep in mind that last year was a disaster. The supply just now is from Turkey, Israel and some from Cyprus. The easy-peelers are coming from Morocco, Israel and Spain.

Spanish citrus: Spanish oranges don't have good prices at the moment and sales are quite slow. For Navelina about 11 cents per kilo is paid; Navel is around 13 cents; Navel Lane Late around 20 cents; Navelate around 23 cents; Navel Powel, Navel Barnfield and Navel Chislett all around 26 cents approx. ; Salustiana 13 cents and Valencia Late around 24 cents per kilo. Spanish clementines' prices are better than oranges and is forecast to raise in the coming weeks. The late hybrid clementines varieties as Nadorcott Afourer or Fortune are always better paid than the earlier varieties. Furthermore, the clementines volumes are going to decrease in the coming weeks as well. This week the prices for Clemenvilla are around 42 cents per kilo; Fortune around 47 cents per kg; Nadorcott Afourer around 84 cents per kg and Ortanique around 24 cents. The demand of Spanish lemons is now slow, as always at this period of the year (December- end January). Prices for the variety Fino are between 15 cents and 24 cents per kg right now. Spanish lemons are growing the exports to countries outside of the EU. Lemons have been sent to Europe for 0.75 €/kg...

Asia: Chinese Lokan mandarin oranges are mainly going to Southeast Asian market. More volumes will be exported due to Chinese New Year to mainly Malaysia, Singapore, Indonesia and Philippines. Singapore buys the big sizes at \$17-18 a kilo. Malaysia and Indonesia are going for the medium sizes at \$4-8 a kilo. The small sizes are sold at \$6 a kilo. In Pakistan prices are 0.52 - 0.55 per kg FOB for kinnow mandarins.

[Freshplaza.com; 29 January 2015]

Turkish fruit shippers hit by Ukraine crisis.

The transportation of citrus into Ukraine has come to a halt as violence around Ukrainian ports worsens and financial transactions are beset with problems.

[Reefer Trends; 27 January 2015]

Spain (Alicante)/(Lemon) Frosts in competitor countries boost lemon sales

After years of low profitability in which the farmers were forced to abandon their fields, farmers are starting to feel hope again because of the spike in the domestic price of lemons over the past few weeks. According to citrus producers, this spike in prices is due to the bad weather in Turkey, their main competitor. "We knew early in the campaign that they expected a decrease in their production, 13% less grapefruit and 14% fewer lemons. Then, the storms and snowfall that occurred in late 2014 and early 2015 increased those losses. Additionally, there's been a decline in the volume of Turkish citrus sent to the European market because they are redirecting it to Russia. The drop in supplies is even greater when one takes into account that there is also a drop in production in other producing countries and in some areas of Spain. We can say that we are practically alone in the markets," added the president of ASAJA Alicante.

[Agroinformación; 27 January 2015].

Batting star backs GOGO Citrus

South Africa's cricket captain AB De Villiers has signed up to be the face of EKM Exports' GOGO Citrus line... "The idea to make use of AB as the face of GOGO came very progressively and very naturally," says Eben Kruger, managing director of EKM Exports and the GOGO Group. "Despite his astonishing achievements, AB is very humble, he takes care of his health and of his family. I couldn't think of anyone to better represent South Africa, and to represent healthy food products."...

[Fruitnet.com; 29 January 2015]

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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