GLOBAL CITRUS SCAN (7)

John Edmonds (20 March 2015) Citrus Growers Association (CGA)

<u>Pakistan Kinnow campaign boosted by Russian market</u>

The Pakistani citrus sector is 'doing extremely well' as it heads toward the end of the 2014-15 campaign with high export volumes shipped to Russia. All Pakistan Fruit, Vegetable Exporters, Importers and Merchant Association (PFVA) chairman of research and development Waheed Ahmed told www.freshfruitportal.com the Kinnow mandarin variety had been well received in Russia after trade restrictions were lifted late last year. "Kinnow shipments will continue for another two to three weeks which will take us to the end of the season for this fruit. By this time we expect to achieve our target of approximately 0.3 million [metric] tons (MT) worth of citrus exports but this includes all markets, not just Russia," Ahmed said. "We have sent around 3,800 containers from Pakistan to Russia so far with each container weighing around 27MT, so the Russian market has been very good for us this season and has definitely helped give the citrus sector a boost overall…In addition to increased Russia-bound Kinnow volumes, Pakistan is supplying larger shipments to Saudi Arabia, the United Arab Emirates, Malaysia, Sri Lanka, the Philippines, Mauritius, Hong Kong and Canada. The higher export volumes are as a result of good yields and general improvements in the citrus sector over recent months, according to Ahmed who said 'a period of enhancements' in farming practices, packing and shipping procedures had played a big part in this season's success.

[www.freshfruitportal.com; 11 March 2015]

<u>Spain: Growing uncertainty for lemon</u>

The Spanish lemon campaign continues with good sales and similar prices to last year's, of between 0.20 and 0.28 Euro per kilo at origin, depending on quality, according to data released by the Council of Agriculture and Water of Murcia. At present, the variety available is the Primofiori, which will be harvested until early April, when the first Verna lemons will arrive, for which more kilos are expected per tree, although with smaller calibres due to the high summer and autumn temperatures, combined with the lack of rainfall. According to Francisco Marín Cánovas, director of Frutas Naturales S.A., "because of the smaller calibres, sales volumes will remain similar to last season's."…"There is more uncertainty for this summer's campaign due to the greater production expected in Argentina, where it appears they will have a normal campaign," he says…According to Francisco Marín, lemon consumption is currently on the rise, thanks, in part, "to its good publicity regarding health benefits and the opening of new markets where demand for Spanish lemons has soared, especially the Middle East and Canada."

[www.frutasnaturales.es; Freshplaza.com; 16 March 2015]

<u>Mohamed Ghallab: "Far East promising for export"</u>

Egypt's citrus sector has been expanding for the past several years…"Overall, Egypt's citrus production reaches between 3 and 3.5 million tonnes," says Mohamed Ghallab, of the Egyptian company Agro Egypt. "Average volumes are increasing by 10% per year." …Oranges account for 30% of Egypt's fruit exports and about 65% of all citrus exports…In the 2014/2015 season, orange exports should grow by 4.5%. This is mostly due to an expected increase in demand by Russia because of the boycott. According to statistics, Russia is the main destination for Egyptian citrus, with 30 to 35% of all orange shipments. In 2013, exports to Russia reached 179,931 tonnes…"This season the market is under pressure, partly because the calibres of Valencia oranges are quite small. This has implications for marketing, especially to markets that prefer larger sizes," states Mohamed. "The economic situation in Russia and Ukraine and the devaluation of both their currencies is also taking a toll on exports compared to previous years." Behind Russia, Saudi Arabia is the largest importer of Egyptian citrus. According to statistics, the Saudis consumed 244,907 tonnes of Egyptian citrus in the 2013/2014 season. Of these, oranges are by far the most important product, with an export volume of 163,462 tonnes in 2014. In the Gulf region, South Africa is the largest competitor. While the volume exported by Egypt to Saudi Arabia is more than three times larger, South Africa exports more to the United Arab Emirates. On the European market, Egypt hopes to take over South Africa's market share, after last September exports from South Africa to Europe were significantly reduced as a result of the Black Spot threat. "The Far East is also promising for export," says Mohamed. "Bangladesh imported 40,572 tonnes in the 2013/2014 season, while a year earlier this figure reached just 26,563 tons; this is an increase of 65%." India shows similar figures. Muhammad: "In 2012/2013, India accounted for 28,111 tonnes; in 2013/2014, this figure increased to 43,858 tonnes; that's 64% more. China and Korea are also promising markets for Egyptian exports. We expect a large increase in exports to China this season."

[Freshplaza.com; 11 March 2015]

<u>Branding scam hits Australian citrus</u>

Citrus Australia claims Chinese counterfeiters are rebranding domestic fruit with Australian labels to collect higher prices and sales.

[Reefertrends; 12 March 2015]

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