

# GLOBAL CITRUS SCAN (9)

John Edmonds (8 April 2015)



Citrus Growers Association (CGA)

## **Florida grapefruit a hit drink in South Korea**

Red grapefruit cocktails are helping to increase Florida grapefruit consumption in South Korea, prompting state agriculture officials to renew a partnership with Outback Steakhouse restaurants there. The promotions with Outback -- part of Tampa-based Bloomin' Brands -- and with other retail partners in South Korea helped Florida grapefruit sales to South Korea reach a historic high of \$4.8 million last year, a 44 percent increase from 2013, the Florida Department of Agriculture said. Outback has 110 restaurants in South Korea that that will feature the "Fresh From Florida" cocktail. Last year, more than 80,000 drinks were sold. "South Korea continues to expand as a trade partner, and this unique venture will highlight Florida citrus in an exclusive menu item," Agriculture Commissioner Adam Putnam said.

The volume of Florida grapefruit exports to South Korea recently hit a record 425,705 boxes. From January through March, Florida is the source for more than 80 percent of all U.S. grapefruit exports, reaching almost \$90 million in sales during 2014. In addition to the Outback partnership, Maeil Dairy, a distributor for Florida's Natural juices in South Korea, is teaming up with the Agriculture Department to sell 10,000 boxes of the company's orange juice at select sites and events across South Korea this year. Asia has always been an important consumer of Florida grapefruit and other products. In 2014, South Korea received more than \$60 million worth of Florida agricultural products, ranking it No. 16 in the world. "Fresh From Florida" products are now distributed in 1,240 sites throughout Asia.

[Freshplaza.com; 2 April 2015]

## **Syria to produce 1.05 million tonnes of citrus this season**

The Director of the Citrus Office in the Syrian Ministry of Agriculture, Suhail Hamdan, stated that 99% of the cultivation and production of citrus in Syria takes place in the coastal areas (22% in Tartous and 77% in Lattakia). He pointed out that the acreage planted with citrus in the 2014-2015 season is estimated at around 43,000 hectares; 9,368 hectares in Tartous and the rest in Lattakia, revealing that the number of trees planted this season was of nearly 14 million trees of various varieties.

In terms of production volumes, he said that preliminary estimates point to 1.05 million tonnes, of which about 820,000 tonnes will correspond to Lattakia and 230,000 tonnes to Tartous, adding that the number of farms devoted to citrus cultivation is estimated at about 55,000; 15,000 in Tartous and the rest in Lattakia, which employ hundreds of thousands of workers in both harvesting and marketing duties.

[Freshplaza.com; 3 April 2015]

## **Germany: Tangerine prices not remarkable**

In week 13 on the German wholesale market there were late tangerine varieties, such as Murcott and Nadorcott. There were also Orri tangerines from Israel and Italian Fortuna. There were tangerines from Morocco, Cyprus and Turkey. Demand was not very high despite the colder weather. In general the prices were not remarkable. The Israeli tangerines had the highest prices, on average 1.86 per kilo. Next came Spain with 1.41 and Morocco with 1.35.

[Freshplaza.com; 7 April 2015]

## **Peru set to export larger mangoes and citrus from all regions to U.S.**

A meeting between representatives from Peru's National Agricultural Health Service (SENASA) and their U.S. counterparts is expected to allow for greater mango and citrus trade, website Andina.com.pe reported... while Peru currently only has authorization to export citrus from Ica, Lima, Lambayeque, Piura and Junin, shipments from all regions are expected to be permitted. "For four years we have been working to be able to export citrus from the whole of Peru, and gaining approval for rainforest regions would make them much more competitive as there could be large investments," said SENASA head Jorge Barrenechea Cabrera, who made the announcement about the meeting...

[www.freshfruitportal.com; 8 April 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](mailto:johne@cga.co.za)**

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