

GLOBAL CITRUS SCAN (10)

John Edmonds (17 April 2015)



Citrus Growers Association (CGA)

USDA citrus estimate remains the same

The U.S. Department of Agriculture (USDA) on Thursday said its estimate of the 2014-2015 Florida orange crop remained the same at 102 million boxes. Early-mid varieties stayed at 47 million boxes while Valencia oranges held steady at 55 million boxes... The USDA makes its initial estimate in October of each year and revises it monthly as the crop takes shape until the end of the season in July. During the 2013-2014 season, Florida produced 104 million boxes of oranges. The USDA's estimate of the 2014-2015 Florida grapefruit crop dropped from 15 million boxes to 13 million boxes. Specialty citrus decreased slightly to 3 million boxes. The yield for frozen concentrate orange juice (FCOJ) dipped to 1.54 gallons per 90-pound box.

[Freshplaza.com; 10 April 2015]

AU: Online citrus export registration more efficient

Citrus export online registration system is proving fruitful, offering exporters real-time information and helping them commence trade earlier. Growers and packers involved in exporting citrus to KCT markets will have used the online registration system developed by the Market Development team at Citrus Australia. Citrus Australia's Manager of Market Information and Quality Nathan Hancock said feedback about the system has been positive from both the industry and the Department of Agriculture. "For packers to have access to real-time information about their applications is a positive step and will allow them to manage picking of their KCT blocks with less risk," Nathan said... To date KCT applications represent 5,447ha from 388 orchards, with China and Thailand the most frequently selected markets... "Overall the system has proven a worthwhile investment of grower levies as it will shorten the application process significantly, allowing achievement of protocol requirements with our trading partners earlier and allowing trade to commence at the earliest possible time," added Nathan.

[Freshplaza.com; 16 April 2015]

Spanish lemons gain from Argentina's delay

Although Spanish Verna lemons have harvested since week 10 in the earlier production areas, the export season is only starting this week with small volumes destined for some supermarket chains in countries like Germany, France and the UK. According to sources in the sector, the price for the low volumes of Verna lemons is now higher than that of the Fino, which will still remain in the market for a few weeks. Depending on calibres and their presentation, the first Verna lemons shipped from Spain have reached an average of between 1.10 and 1.20 Euro per kilo at peak times. Meanwhile, Argentina should have already been shipping goods to Europe by now, although floods have considerably delayed the start of the campaign and prices will be around 15% more expensive. Additionally, there could be significant quality issues due to rot problems. This, together with a dollar to Euro exchange rate currently hurting Argentinian exporters, means that the start of the summer lemon season should be very positive for Spanish producers.

[Freshfruitportal.com 14 April 2015]

US (CA): Smaller lemon crop expected

"The California lemon crop will be smaller, both in fruit size and volume, because of the drought," said Fred Strickland of Fillmore Piru Citrus. "On top of that, changing weather patterns may have affected this season's bloom." Strickland explained that a warm winter probably compromised the quality of this year's bloom, and because it takes about nine months for a lemon to flower into fruit, the effects of unseasonably warm weather could be very apparent in this year's summer crop of lemons. He estimates that volume could be down by about five percent from the previous year. "Five percent is big for lemons because the demand for lemons is extremely inelastic," said Strickland. "People buy only what they need, and they'll pay almost anything for what they need. So when you have a shortage of lemons, people don't want to pay a lot, but they will." On April 13, prices for a carton of first grade 75s were between \$23.80 and \$27.90 out of the Southern District, and prices for a carton of size 140s were between \$34.80 and \$38.90.

[Freshplaza.com; 14 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

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