GLOBAL CITRUS SCAN (11)

John Edmonds (24 April 2015) Citrus Growers Association (CGA)

Big demand for South African lemons

As the South African citrus season gets going lemons are already predicted to be a hot item..."Traditionally Europe likes medium sizes, Japan big sizes while the Middle and Far East prefer smaller lemons. There is good potential this year again for South African lemons as Argentina is still recovering from last year's frost and has had a lot of rain. Certainly until now the Middle East has been very good," commented Sinclair. China is extremely good just now, according to the exporter, with high prices, but he reckons prices will come down as supply increases. South Africa is not the only country supplying China but demand is so big the prices will remain good. Ocean South Fresh also have offices in Russia and Sinclair said there is a lemon shortage there. "Russia gets lemons from Turkey and other northern hemisphere countries but there is already demand for southern hemisphere fruit, but they are not prepared to pay high prices like the Middle and Far East, they also like the bigger sizes which are in short supply."
[Freshplaza.com; 23 April 2015]

California experiencing high prices and demand for lemons

The California lemon market is experiencing high prices correlating with extremely high demand. Current prices for fancy lemons within the state are in the mid-30s FOB, while choice lemons are in the low or mid-20s. “The price of lemons has increased in California partially due to the current drought, but also because of increased demand within the export market,” explains Raul Millan, executive vice president of Vision Import Group. The Vision Import Group relies on importing 100% of their lemons from destinations including South America, Mexico, and Spain. Importing lemons from Spain was introduced and encouraged after the country needed an outlet for production. “The trading issue Russia has placed on produce forced Spain to search for other export options this season,” states Millan, “the exchange rate between the Euro and the American Dollar was very favorable, so we were able to import a surplus of product.”
As production from Spain ends, lemons from Mexico are imported...Lemons from Chile are imported throughout May, while Mexican lemons from Tamaulipas are imported from July to December...
[Freshplaza.com; 23 April 2015]

Peru: Aim to double tangerine consumption

The Peruvian Citrus Growers Association (ProCitrus) introduced the advertising campaign: “Compartir” (Share), which aims at doubling the consumption of tangerines in the mid-term in Peru. The efforts aim at achieving a per capita demand of 20 tangerine-kilograms per year. According to the ProCitrus CEO, Sergio del Castillo, the fruit production "will increase." In this sense, a higher demand for tangerines will be encouraged, in order not to affect prices. 75% of the tangerine production is aimed at the domestic market and the remaining 25% at exports, the CEO confirmed. “That is why ProCitrus introduced this campaign, which will last 4 months. It will also promote the fruit for cooking purposes through inexpensive and easy recipes,” he added.
[Freshplaza.com; 23 April 2015]

Peru largest mandarin producer in Latin America

Peru has become the largest mandarin producer in Latin America, surpassing Argentina, which held the leading position in the ranking last year, as reported by ProCitrus CEO, Sergio Del Castillo. He pointed out that, last year, the Peruvian production amounted to 351,000 tonnes, with the provinces of Huaral and Cañete, in the region of Lima, as the major production areas, followed by Ica and Junín. "In recent years, the country's annual production has grown by 5%. Of the total produced, 75% goes to the domestic market; however, per capita consumption is still low," he stated. In Latin America, average per capita consumption stands at 20 kilos per year, while Peruvians consume about 10 kilos per year. He also pointed out that the highest percentage of mandarins is harvested between April and August. The main destinations for Peruvian mandarins are: the United States, the UK, the Netherlands, Canada and Russia, among others.
[Freshfruitportal..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
YOUR LEVY WORKING FOR YOU – GROWER LEVIES ARE USED TO FUND THE ACTIVITIES OF CGA