GLOBAL CITRUS SCAN (14)

John Edmonds (15 May 2015) Citrus Growers Association (CGA)

Spain sees "disturbing" price falls for late mandarin varieties

The Valencian Farmers Association (AVA-ASAJA) has expressed concern over a 25% fall in prices for late mandarin varieties, particularly for exclusive varieties like Nadorcott and Tango that have traditionally yielded substantially higher prices. The group described a "disturbing change in trend that over the current season has resulted in a sharp decline in prices", and emphasized a "need to clarify the outlook and undertake the ordered and efficient management of these crops". However, AVA-ASAJA mentioned the protected varieties still achieved more attractive prices than their traditional counterparts. "The value of some of these protected mandarins has fallen around €0.20 and their prices in the field have gone from €0.80 to €0.60, and even in the final stretch of the season the price per kilo have come to settle at €0.37," the group said. "Never before since the start of Nadorcott planting a decade ago in Spain and Tango more recently, have these types of varieties reached such low prices." The association said the commercial use of protected varieties under patents was subject to a special regimen with a series of conditions to support fair prices. AVA-ASAJA said the outlook not only needed clarification in Spain but across the whole Mediterranean basin, to avoid a bursting bubble for mandarins and other innovative products that are appreciated by the market.

[Freshfruitportal.com; 15 May 2015]

Big drop in Florida citrus forecast

The US Department of Agriculture (USDA) has this week said that its estimate of the 2014/15 Florida orange crop decreased 5.6m boxes on its previous forecast, down to 96.4m boxes. While early-mid varieties increased slightly to 47.4m boxes, Valencia oranges dipped 6m boxes to 49m boxes. "There is no doubt about it, we are certainly in challenging times," said Michael Sparks, executive vice-president and CEO of Florida Citrus Mutual. "This decrease is not a surprise from what we've been hearing out in the field. I would expect this kind of drop to put upward pressure on grower returns and that's a silver lining…During the 2013-2014 season, Florida produced 104m boxes of oranges.
The USDA's estimate of the season's Florida grapefruit crop dropped to 12.9m boxes from 13m, while specialty citrus stayed at 3m boxes.

[Fruitnet.com; 13 May 2015]

Turkey: Major citrus fruit producer bankrupt

The largest citrus fruit producer and exporter operating in Turkey's major agricultural Çukurova region, Elginsan, has been shut down and the facilities seized by the banks the company had failed to repay. The company is located in the southern province of Mersin and markets 50 percent of the citrus fruits produced in Çukurova region, which covers the territories of Adana, Mersin, Hatay and Osmaniye. Elginsan's bankruptcy has left behind TL 200 million in debts owed to dozens of firms and thousands of redundant workers. The firm went bankrupt due to the slump of its exports to Russia, a country that has been suffering from a severe economic crisis since economic sanctions were imposed by Western countries in 2014…Turkish food exporters have been hit by the ailing Russian economy

[Freshplaza.com; 15 May 2015]

Peru: Tangerine, segments to share

The Citrus Growers Association of Peru (ProCitrus) introduced an advertising campaign to increase the consumer's preference and consumption of tangerines in the months of increased domestic production (May, June, July and August). They also seek to highlight it as the only fruit that can be easily shared among children, young people and adults. Through this campaign, ProCitrus aims to enhance consumer interest in tangerines over other alternative fruits and substitute products generating greater willingness to consume it in the traditional manner and further expanding to new consumption occasions in various forms, such as wedges, juices, etc. The campaign includes 2 TV spots, 1 radio spot and billboards on public roads. There will also be BTL activations held on 10 dates at schools specified by the Ministry of Health. Expectations are to reach 20 to 30 schools with the same message, and to give out large quantities of tangerines to the children. ProCitrus based the campaign on the slogan SHARE, appealing not only to the functional side of sharing, but also rescuing the importance of fundamental values in childhood, as this is the stage when children learn to share…For three months, the campaign will seek to increase the per capita consumption of tangerine demand in Peru, which is still very low compared to other countries. In 2014, annual consumption was of 10 kilos per person, i.e. 1 kilo per month (excluding November and December). Although about 75% of tangerine production is for local market, its consumption could be much higher in countries such as Chile, Colombia and Ecuador, where people consume an average of 20 kilos of tangerine per year.

[Freshplaza.com; 15 May 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