

GLOBAL CITRUS SCAN (2016_37)

John Edmonds (22 September 2016)



Citrus Growers Association (CGA)

South Africa: New app improves business automation, reduces costs

In the fresh produce marketing business, claims made by customers, who say that the product received is below specification, erodes the value that gets paid back to the grower. For Tru-Cape Fruit Marketing...reducing claims is as important as delivering the correct fruit...Managing Director Roelf Pienaar tasked his team with finding a way to manage and if possible reduce them...“We approached Nick van der Vreken who had created a successful fuel station management application for our shareholder Two-a-Day...“As I specialise in analysing structures and automating business, developing the Pomona’s Eyes app was a good fit for my skill-set...The reporting functionality Pomona’s Eyes provides, allows for automated flagging when defects are discovered. This often allows us to repack the fruit before all of the fruit from a particular bin is delivered and rejected on arrival. The system also automatically generates credit notes, converts from the foreign currency exchange rate at the date of purchase and, all the while, providing an audit trail that includes all the correspondence relating to the claim available, again in real time, to anyone with the login details, irrespective of where we may be. Most importantly it makes claiming more than once for the same fruit impossible. It also takes the human factor out of the equation when it comes to determining the severity of a claim, allowing the technology to determine the result.”...

[Freshplaza.com; 20 September 2016]

Egypt hopes to resolve trade dispute with Russia

...Moscow has accused Cairo, the largest export market for Russian cereals, of “haggling” as a marketing strategy and halting wheat imports from Russia on health grounds. In response, Russia has suspended imports of citrus fruits from Egypt starting on September 22...Egypt, the world’s top importer of wheat, toughened its stance, at the end of August, against the presence of any trace of ergot, a common fungus, in its imports and has since suspended consignments from Russia...Russian sanitary officials two days later slapped the ban on citrus fruits from Egypt on sanitary grounds...

[Freshplaza.com; 21 September 2016]

Spain: Valencian citrus harvest to grow by 23%

The first estimates for the 2016/2017 citrus season of the Region of Valencia's Council of Agriculture, reveal that the harvest is estimated to reach 3,953,226 tonnes, 23% more than last year, with normal yields, similar to those of the past two campaigns...An increase in the production is expected for most varieties, with 1,850,478 tonnes of oranges (+19%), 1,792,407 tonnes of mandarins (+29.4%) and 288,080 tonnes of lemons (+21%), despite a slight decline in the acreage devoted to citrus, especially in the province of Valencia. In the provinces of Castellon and Alicante, it has remained fairly stable, although the regional government has highlighted the growth of the lemon acreage in Alicante.

[Freshplaza.com; 20 September 2016]

EU considers Turkish lemons "a risk"

Following a unanimous vote of the 28 Member States in March 2016, the European Commission decided to include Turkish lemons on Annex I of Regulation (EC) No 669/2009, as they are considered to be a risk product due to the presence of pesticide residues...In the particular case of Turkish lemons, their inclusion on the list of risk products published in Regulation (EU) 2016/443, is a result of the detection in 2015 of 10 batches containing elevated levels of biphenyl residues...The Spanish lemon and grapefruit interbranch organization, Ailimpo, has underscored that “this is an express, official acknowledgment by the European Commission of the risk of lemons from Turkey insofar as non-compliance with Community legislation regarding pesticides”, likewise considering that “this EU decision provides clear information for distribution chains and European consumers by pointing out the problems facing Turkish lemons in satisfying EU food safety standards and therefore confirms the superior guarantee provided by Spanish lemons”.

[Freshplaza.com; 20 September 2016]