

GLOBAL CITRUS SCAN (2016_42)

John Edmonds (4 November 2016)



Citrus Growers Association (CGA)

China & South Africa to increase fruit trade

On Monday 31 October, a Memorandum of Understanding was signed between the China Entry-Exit Inspection and Quarantine Association (CIQA) and Fruit South Africa (FruitSA), which is set to broaden fruit trade between the two countries. The memorandum covers a wide variety of products, including apples, pears, grapes, citrus and subtropical fruits, according to Mashudu Silimela, agriculture counsellor at the South African Embassy in Beijing. "Both parties have agreed to exchange information on quarantine and inspection, regulatory matters, market access, market improvement and market development, technologies and other related issues," said Willem Bestbier, chairman of FruitSA. Silimela said signing the memorandum would create a favourable environment for the development of the fruit trade between the two countries, and establish an effective cooperative mechanism between FruitSA and CIQA. FruitSA and CIQA are both national non-profit organizations whose stakeholders are growers, growers associations and export enterprises. South Africa is a leading exporter of citrus fruit in the world, while China is a major importer of South Africa's citrus fruit in Asia. *[Freshplaza.com; 1 November 2016]*

Lack of pickers threatens Spain's citrus harvest

Spain's citrus industry is facing a severe shortage of workers to harvest the crop as the season gets into full swing. The delayed grape harvest, a rise in production of alternative crops like kakis and pomegranates and a partial recovery in the construction industry means there are around a third fewer workers available to harvest the crop, according to employment agencies specialising in the provision of seasonal staff. A report in Las Provincias said producers are facing daily difficulties and these are intensifying as each week goes by. With production estimated to be 27 per cent higher than last season, there are concerns that the situation will become more acute as the season progresses... According to the newspaper, many immigrant workers from South America, eastern Europe and north Africa have returned home, while others are working in other sectors that offer more continuous employment and higher salaries. The problem has been exacerbated by recent high temperatures causing a glut in vegetable production in Murcia and Almería, diverting workers to these regions.

[www.fruitnet.com/americafruit; 1 November 2016]

Easy peelers lead Chile's citrus charge

Chile's clementine and mandarin output is forecast to rise by 30 per cent a year over the next few years... especially in the US. By contrast orange production is expected to show only limited growth as producers switch from early to late-season Navels. In 2016 Chile shipped around 3m cartons of Clementines and 3.5m cartons of mandarins to the US, according to Juan Enrique Ortúzar, president of the Chilean Citrus Committee... Figures from the USDA show that Chile supplied 33 per cent of the US market's total US easy peeler import volume in 2015, while Morocco and Peru second and third place with 24 per cent and 15 per cent respectively. All three countries have increased their market share, while Spain has seen its market share fall from 40 per cent in 2011 to 15 per cent last year. Ortúzar says lemons exports are also set to rise by around 10 per cent a year over the next two years, after which volumes will probably stabilise. In oranges, meanwhile, both Chile and South Africa have seen their share of the US market decline, while Mexico has seen its quota increase from 12 per cent in 2011 to 28 per cent in 2015. A large part of Chile's growth in the US is down to a sustained marketing campaign by the sector...

[www.fruitnet.com/americafruit; 1 November 2016]

Halos season off to a sweet start with \$30 million consumer campaign

...Wonderful Halos, America's biggest and fastest-selling mandarin brand, started the 2016–2017 season with its largest crop ever and launches a record \$30 million new advertising campaign... The ads celebrate kids who make good and healthy choices with Wonderful Halos and resist giving into naughty temptations... The television spots will air on national network and cable stations. "Wonderful Halos are a good choice both parents and kids can agree on," said Adam Cooper, vice president of marketing, Wonderful Halos. "Parents love Halos because they're an ideal, healthy snack full of 'pure goodness,' and kids love our palm-sized mandarins because they're easy to peel, seedless and bursting with sweet flavour..."

[halosfun.com; 2 November 2016]