

GLOBAL CITRUS SCAN (2016_43)

John Edmonds (10 November 2016)



Citrus Growers Association (CGA)

Morocco exports boosted by shipping route update

Shipping giant CMA CGM has launched six seasonal services to coincide with the start of Morocco's citrus and vegetable export season. The routes link Morocco with strategic consumption areas, including Russia, Europe and the Middle East, and have been launched in response to increased demand for Moroccan exports...with ten weekly calls in Moroccan ports, and include three direct weekly lines to northern Europe and a direct weekly call to Russia...The EPIC2 line offers a direct connection from the Tanger Med hub to Saudi Arabia and the United Arab Emirates, the second-largest Moroccan citrus consumers worldwide, while the CISS service links Morocco to England and Northern Europe and calls at Tilbury in five days from Casablanca.

[www.fruitnet.com/fpj; 4 November 2016]

Peru broadens citrus markets

Peruvian citrus continues to make inroads into the Chinese market. According to Sergio del Castillo of Procitrus, shipments to China reached 60 containers – equivalent to 1,300 tonnes – this season and could rise to 100 containers in 2017...The industry also carried out its first shipments to Brazil in 2016, bringing its total number of markets to 37. Del Castillo said Japan is expected to be the next market that opens, while negotiations also underway to gain access to Vietnam, Thailand, Philippines, Taiwan and India. Mandarins make up almost three-quarters (73 per cent) of Peru's citrus offer...Peru's mandarin acreage is growing at rate of around 1,000 ha a year, mainly along the central coast region...

[www.fruitnet.com/americafruit; 3 November 2016]

Bayer & California citrus industry unite to remove abandoned trees

California Citrus Mutual (CCM) and Bayer CropScience have united to stop the spread of a dangerous pest and disease attacking the state's citrus trees. As part of their initiative, eighty citrus trees were recently removed from a residential property in Exeter, Calif...To date, HLB has been detected in 30 backyard citrus trees in the Los Angeles Basin. The disease has not yet been found in commercial citrus groves...The initiative now aims to address a growing problem throughout California – abandoned citrus trees...The Citrus Matters Abandoned Citrus Tree Removals (ACT) program is a resource for homeowners who cannot properly care for their trees. Through the ACT program, CCM works with growers, government officials and local residents to seek the voluntary removal of the trees at no cost to the homeowner...“This initiative aims to help homeowners help their citrus grower neighbors by removing uncared for or abandoned trees that act as a safe harbor for ACP and HLB..Growers and homeowners can report abandoned trees online using a confidential web-form at www.citrusmatters.us...To date, over 400 abandoned citrus trees have been removed from residential properties in Tulare and Ventura counties.

[westernfarmpress.com; 4 November 2016]

Stagnant Spanish lemon market and falling prices

Spanish lemon sales are still stagnant at the start of the campaign, with very low demand from European markets like France and the UK, where there is still supply from Chile and Argentina, and with strong pressure on prices which is slowing down both the harvesting and the handling in the packing plants. According to Ailimpo...At present, due to the lack of good calibres, Primofiori lemons with a size of 60 millimetres or more are the most sought after, reaching up to 0.62 Euro per kilo, with an average of 0.57 Euro per kilo, which Ailimpo considers a very profitable price, even higher than that of previous campaigns with similar harvest volumes. However, the association expects the price to gradually adjust until a balance is reached between the field and the market, at which point sales will go quicker, making it harder, at the same time, for lemons of third countries, like Turkey, to compete in the same market...

[www.freshplaza.com; 7 November 2016]

Citrus smell can increase house price

A new study has revealed how smells affect the value of a house; citrus in particular can improve sale prices by thousands. The Realestate.com.au survey found buyers were willing to pay more when a home carried particular smells, such as the scent of citrus or freshly baked bread. The survey showed 44 participants through a house that was valued by an estate agent between \$700,000 and \$850,000. With this valuation in mind, groups toured through the house after it had been infused with a particular scent. They were then asked how much they would be willing to pay for the property. The different scents used were citrus, brownies, baked bread, coffee, roast chicken and smelly socks. Infusing the house with the smell of citrus produced the highest average valuation of \$850,000. The smell of brownies came next, with an average value of \$820,000. Baked bread produced an average value of \$808,000 and coffee had an average value of \$785,000. The most off-putting smells were roast chicken, averaging a valuation of \$749,500, and smelly socks, which was valued at \$743,750. In 2012 a study by Washington State University also found the smell of oranges convinced shoppers to spend more in-store.

[dailymail.co.uk; 4 November 2016]