

Global Citrus Scan (2017_11)

John Edmonds (30 March 2017)



Citrus Growers Association (CGA)

Western Cape's largest citrus packhouse encourages expansion in new varieties

Goede Hoop Citrus grew out of the original Citrusdal citrus cooperative founded in 1926. Today it is one of the biggest citrus packhouses in South Africa, functioning in a sorting, packing and marketing capacity for more than 50 citrus growers. With annual volumes between 75 000 to 85 000t, it is the biggest citrus packhouse in the Western Cape. Its first packing of the season, satsumas destined for the EU, started last week... "Roughly 70 per cent of our volume is exported," says managing director, also responsible for marketing, Gabriele van Eeden. "We sell to the USA, Europe, the Middle East, Russia and more recently China. We continue to work on the Indian market. Our main competition comes from Australia for the lucrative American market." The United States is a growing market for soft citrus and navels, the latter making up 80% of South African citrus exports to that market. American exports start in week 16 with satsumas. Usually only MidKnights go to the Chinese market... Through the Goede Hoop Citrus Empowerment Trust, 17.1% of the company belongs to the workers who are now shareholders in their individual capacity. Dividends have been paid out to Goede Hoop Citrus shareholders for the past eight years. Initially this was limited to long-term employees but the innovative step was taken in 2015 to extend the ownership offer to seasonal workers who have worked continuously for 15 years or longer at the company. Goede Hoop Citrus feels a particular responsibility towards its workforce and the community, given its long history in Citrusdal. It draws its 980 seasonal workers only from within the district and makes no use of labour brokers (labour brokering is a very controversial practice in South Africa). It has a permanent workforce of 96. Van Eeden: "Goede Hoop Citrus believes its success lies in its passion for two things – products and people."

[Freshplaza.com; 29 March 2017]

Peru will export more than 130,000 tons of citrus fruits

According to the general manager of the Association of Citrus Producers of Peru (ProCitrus), Sergio of the Castillo Valderrama, Peru expects to export more than 130,000 tons of citrus fruit in this campaign, which started in mid March and will end in September, i.e. 2% to 3% more than the 127.790 tons it exported in the 2016 campaign... He said that 115,000 tons of the total 130,000 tons of citrus that will be exported would be of mandarins (including tangelo). In 2016, Peru exported 110,000 tons of mandarins... In addition, he said that 35% of their exports would be destined to the United States, 24% to the United Kingdom, followed by the Netherlands and Canada. "These four markets account for more than 80% of the total dispatched... Del Castillo said they were working to open the Dominican Republic market for national mandarins... Another interesting market that they are still working on, he said, is Japan... He also said that ProCitrus, together with the National Service of Agrarian Health (Senasa), were evaluating intensively promoting the negotiations with different Asian countries, such as Thailand, Vietnam, and Malaysia...

[Freshplaza.com; 24 March 2017]

Corsican grapefruits facing no competition

The harvest of the grapefruit variety Star Ruby is starting these days. This is a timely moment of the year, as "the campaign in Florida, Spain and Turkey is over, and that of South Africa has yet to begin," states David Casoni, head of Corsica Comptoir... "At the moment, we are harvesting and shipping the fruit directly to our customers in Switzerland, the main consumers of our grapefruit," affirms Casoni. This company does not store them; it sells them directly "at an average price of 20 or 22 Euro per 15 kg box."...

[Freshplaza.com; 24 March 2017]

Peru: W. Murcott mandarins and Satsuma oranges have potential in Asia

According to the head of the Association of Citrus Producers from Peru (ProCitrus), Sergio del Castillo Valderrama, mandarins and blueberries are two of the products that Peru has stated will be among its priorities when negotiating an FTA with India... Peru is expecting that a delegation from India's health authority will visit the country in May or June this year... their production takes place in the counter season and they don't necessarily produce mandarins... He also said that two mandarin varieties had potential in India and throughout Asia. "India knows the Satsuma variety, which is widespread in Asia, as it's marketed in Japan, China, South Korea, and Taiwan, among other places; it's a fruit that they know and is well accepted. We also think that the W. Murcott variety will consolidate in that market and in Asia. "He said the W. Murcott variety's characteristics were very well suited for this market because it could be transported long distances and arrive in good condition at its destination. In addition, he said, it's the variety with the biggest production growth in Peru. "Export of this variety will increase as there will be more production available in the future..."

[agraria.pe; 27 March 2017]