

Global Citrus Scan (2017_17)

John Edmonds (12 May 2017)



Citrus Growers Association (CGA)

"Challenging" season for Peruvian citrus in Europe amid greater SH volumes

The citrus season for Peru's Consortium of Fruit Producers (CPF) now is now fully under way after a somewhat delayed start, but a company representative has highlighted a challenging situation in the European market due to increased Southern Hemisphere volumes... CPF commercial manager Marianela Rodríguez told Fresh Fruit Portal there had been a delay in coloring for the early varieties, which had largely come about due to a lack of chilling hours. "The only effect that we have seen was the slight delay to the start of our Satsuma campaign, both in the start of exports and in volume," she said. "However, now we have recuperated the rhythm of harvest and we expect to export the 400 containers of Satsuma that had been forecast at the start of the season. We still have a few weeks of harvest to go. "For this citrus season we are forecasting a total of 1,800 containers of mandarins – made up of Satsumas, Primosoles, Novas, Minneolas, W. Murcotts, Tango and Fortune." Rodríguez said the company had now finished the first Primsole campaign and was in the middle of the Satsuma deal. "We are approaching the weeks with high volume. While we have a solid list of clients and programs, we are always on the look out to develop new markets and opportunities."... From a marketing perspective, Rodríguez described this season as "challenging", principally because of the high volumes being shipping from its main competitor, South Africa, which is forecasting an 8% increase in its soft citrus exports to around 13.2 million boxes. "We have always competed directly with South Africa, mainly in the European market, but we also have competition with places like Chile, Argentina and Uruguay, which are exerting more pressure year-to-year," she said. "It is therefore crucial to offer a high quality product to increase the competitiveness of the Peruvian industry." CPF has also been developing the Chinese market since 2009. "While the volume that we ship to this market is not yet significant, this season we are going to increase the volume of W. Murcotts," she said. "We won't carry out a specific marketing campaign but we have strategic partners who have been managing our labels and are gradually gaining market recognition." ...

[Freshfruitportal.com; 12 May 2017]

"A gap exists for Egyptian oranges - as long as you perform on quality"

Masr Fruit has again started exporting oranges to China this season..."...after thorough market research, we realized that there was potential in the Chinese market and we decided to try out a few trial shipments," explains Mohamed Gonbour, who is in charge of the China market... China is a difficult market, very different from others. The scale is totally different and of course you need to understand the culture... The Chinese market considers oranges/citrus as a commodity and only accepts premium quality into the market... South Africa is a huge exporter to China, as are Australia and the US, but according to Zine Zouggar, Director and Commercial Manager, "Between those seasons a gap exists for Egyptian oranges and, as long as you perform on quality, the Chinese will respect that... Chinese consumers are very big on brands so we also want to build the Masr brand. We are currently in the process of setting up a new office in Hong Kong."...

[Freshplaza.com; 9 May 2017]

Australian citrus on show in Japan

Trade seminars in Tokyo and Osaka later this month will launch what is being described as one of the most comprehensive Australian citrus campaigns in Japan. The seminars – running from 23-25 May – A promotion plan for Japanese importers, retailers and food service representatives will also be outlined. The retail programme will feature in-store sampling, point of sale material and media promotion between August and October... "This will be one of the most comprehensive Australian citrus campaigns in Japan... Japan was the largest export market (by volume) for Australian oranges in 2016," a release from Citrus Australia explained. Other markets allocated Hort Innovation orange levy marketing funds for 2017 include China, Philippines, UAE, Thailand, Malaysia and Vietnam.

[Fruitnet.com/Asiafruit; 10 May 2017]

Brazil reopens for Argentine citrus after eight-year hiatus

Just days after U.S. authorities said they would not extend a stay on a rule to allow Argentine lemon imports, the South American country's citrus industry has made another breakthrough as the Brazilian market reopens after an eight-year hiatus. Argentina's Ministry of Agroindustry announced on its website that the Brazilian Ministry of Agriculture had given the green light to exports, after approving a risk mitigation system for citrus canker... Fedecitrus president José Carbonell confirmed to Fresh Fruit Portal that oranges, mandarins, grapefruit and lemons were now approved for export... "This is very good news because it is an opening for all the citrus in the country into all the ports, and Brazil from a volume point-of-view is a very promising market," he said.

[Freshfruitportal.com; 10 March 2017]

Spain: "Oranges haven't reached such good prices for a long time"

The citrus campaign is at a very advanced stage in Spain, with very few mandarins, since the Orri is practically the only variety left and in very small volumes, and the Israeli Orri dominates the markets at the moment... In the market, the price of a kilo of quality oranges of the varieties Powel, Barnfield or Valencia Late stands above 1.20 Euro...

[Freshplaza.com; 5 May 2017]