Global Citrus Scan (2017_22)

John Edmonds (15 June 2017)

Citrus Growers Association (CGA)

Far East "screaming" for navels from South Africa

While there is acute interest in South African navels, particularly from the Far East, some exporters warn against pushing prices to artificial levels that cannot be maintained. In areas unaffected by navel splitting, like Mpumalanga and Limpopo, exporters tell FreshPlaza that their phones have been ringing off the hook for the past couple of weeks, as importers from the Far East look for alternatives to Eastern Cape navels…Large volumes for the Far Eastern markets are still in transit and only 2% of navels have reached Hong Kong and China and 9% have landed in Southeast Asia thus far. This region drives a growth in navel demand. At this point, it is difficult for exporters to give an accurate picture of the prices for navels in those markets. An exporter sounds a cautionary note in this regard: “There is a danger that with the strong demand from the Far East, which has high quality requirements, a decision can be made to send lower specification navels to take advantage of the situation. What can then happen is that this fruit goes unsold or is eventually sold at such a discount that it pulls down the prices for high specification fruit.” “The demand for navels is very healthy, prices will certainly be higher than traditionally, but you have to send high quality fruit to the Far East. There is similar strong demand from the EU, Russia and the Middle East,” says Carel van Rooyen, director of Impala Citrus. “However, perhaps prices won’t reach the levels that some anticipate. For us, it’s about getting the right price, not necessarily the highest price…Western Cape citrus growers have the additional market of the United States of America open to them. Goede Hoop Sitrus sends around 60% of its navels there, where the market is much stronger than last year, says Pierre Hough, manager: client affairs, with their own product out of the market earlier than usual…

[Freshplaza.com; 12 June 2017]

Peru: Early season mandarin exports up 33%

While the Peruvian citrus industry has had a delayed start this year, any results on volume have been more than offset by the impact of new plantings coming online. For the months of March and April, Promperu data shows exports were up by a third year-on-year at 8,424 metric tons (MT). Significant rises were seen in shipments to the U.K. (1,791MT; +38%), the Netherlands (1,376MT; +177%) and Ireland (591MT; +184%), while nearby Colombia had the sharpest percentage rise by increasing its intake 233% to 150MT. In total, the European Union received 83% more than in the same period last year, reaching 3,760MT. The U.S. continued to be the top market by country for the fruit, receiving 6% more at 2,144MT, while Canada’s imports dipped 4% down to 1,856MT.

[Freshfruitportal.com; 12 June 2017]

Chile to showcase easy peelers in UK campaign

Chile will carry out its first-ever citrus promotion in the UK this year as it looks to diversify its export markets and raise the profile of this growing category. The pilot programme will focus on easy peelers and is aimed at the children’s segment of the market. It will see the Chilean Citrus Committee team up with the Children’s Food Trust charity and lifestyle bloggers BritMums for a series of activities to promote consumption and usage ideas. The campaign, which begins this month, will also feature radio spots with leading nutritionist Dr Emma Derbyshire giving advice about healthy eating. “Easy peelers are a great snack product and are ideal for school sports days and other occasions,” Asoex’s Christian Carvajal told Fruitnet. “Last year Chile shipped just 277 tonnes of citrus to the UK and we think there’s potential to develop this and other markets over the coming years.” At present exports are almost exclusively concentrated on the US market, which took 42,500 tonnes of Chile’s 43,000-tonne export volume in 2016. Production is heavily focused on clementines, with the Clemenule variety accounting for almost 30,000 tonnes of the crop. The Andean nation is also planning to carry out a lemon promotion in Japan, Carvajal added.

[fruitnet.com/eurofruit; 9 June 2017]

More members of 'Gold brand family' ahead

It is the start of the new South African late mandarin season and brand leader ClemenGold says it has exciting plans for the future…“There are some additional developments taking place within the ‘Gold brand family’ where the success story of ClemenGold is being rolled out to other products, such as the LemonGold, HoneyGold and NavelGold," confirms ClemenGold chief executive Marius du Plessis…“We’re seeing high demand and the supply prospects for premium quality soft citrus is still lower than the demand. Customers increasingly value the benefits of quality assurance provided by the ClemenGold brand, a premium product in the late mandarin supply windows."… “We are extending our supply season with new varieties and new production areas and techniques to be on the shelves longer. We also have more northern hemisphere packers and producers in Spain and Morocco who participate to extend the season.” It is generally expected that there will be a steep rise in late Mandarin production in South Africa over the next five to 10 years. Du Plessis plans to operate in this scenario with the best service, product and promotions…“The question should also be balanced with the current demand curve of existing markets, as well as new markets that will be added around the world for these premium branded mandarins," he says…

[fruitnet.com/eurofruit; 1 June 2017]