

Global Citrus Scan (2017_30)

John Edmonds (11 August 2017)



Citrus Growers Association (CGA)

AILIMPO expects lemon production to reach 1,080,000 tons

AILIMPO's initial lemon harvest estimate (forecast) for the next 2017/2018 campaign points toward a production figure in Spain of 1,080,000 tons, which is quite similar to the balance of the current campaign that will finish at the end of August with approximately 1,090,000 tons of lemons harvested. The campaign for Fino lemons will begin as usual during September and gather full steam for cutting and exporting in October. The water and weather conditions in the coming weeks will prove to be the key factors on which these data will depend in order to confirm this estimate. An overall lemon production figure in Spain exceeding one million tons will enable the sector to once again consolidate its export volume to EU markets in this coming campaign. Such a production will also suffice to satisfy the growing demand in the domestic market and relaunch exports to third countries outside the EU such as Canada, Brazil or the Middle Eastern countries, thus making progress in the diversification of markets initiated by the exporter market a few years ago. Moreover, this production volume will afford normal lemon processing activity, for which Spain ranks second worldwide and has a key role in regulating the offer and market balance.

[www.freshplaza.com; 7 August 2017]

"Taste Australia" brand launched to drive projected surge in exports

The Australian federal government says the country's horticulture industry is embarking on the biggest trade drive in its history, and will now have added support to make ambitious export goals a reality. Assistant Minister for Agriculture and Water Resources Anne Ruston today launched the trade push complete with the new 'Taste Australia' brand and increased trade shows, as well as funding for research and development and getting farmers ready to export.

"Our horticulture industry today made a bold statement about its intent to seize the opportunities global food demand presents," Minister Ruston said of the trade push, which is being coordinated by industry group Hort Innovation.

"Global food demand alone will require a 75 per cent increase in world food production by 2050, compared with 2007 levels. "In China, food consumption is projected to more than double between 2009 and 2050. Much of this demand will be for the high-value, high-quality produce Australia is known for." Ruston highlighted the new brand and export campaign would be to promote premium Australian produce overseas... Developed in consultation with growers, State and Federal Government agencies and other trade stakeholders, Taste Australia will be launched with more than 200 industry representatives at Asia Fruit Logistica in Hong Kong next month... That will kick off a six-month tour of trade show events in Dubai, Beijing, Shanghai and Tokyo.

[www.freshfruitportal.com; 31 July 2017]

Australian offering growing in popularity through pan-industry promotion in Thailand

Mandarins are among a number of Australian export products enjoying rapid growth in the Thai market.

Stuart Rees, Austrade's trade commissioner for Bangkok, says the citrus line has been a star performer in the Now! In Season promotional campaign, with substantial demand for the fruit ensuing from Thailand's retail, food service and food manufacturing sectors... China was Australia's largest market by value for mandarin exports in 2016, while Thailand emerged as the largest by trade volume. More than 7,770 tonnes of mandarins were exported over the course of the 2016 campaign, an increase of nearly 25 per cent according to the Australian Bureau of Statistics... To kick off this year's Now! In Season campaign, a launch event to promote the availability of Australian citrus was held in July. The event included cooking demonstrations using navels and mandarins, while fruit dishes like citrus cake, citrus salad and citrus juice were served to guests....

[fruitnet.com/asiafruit; 9 August 2017]

Chile promotes its lemons in Japan

ASOEX's Citrus Committee, together with ProChile, officially launched the first campaign to promote Chilean lemons in Japan by holding two days of promotional activities, which included tastings and sharing information about this product... According to Monserrat Valenzuela, the General Manager of the Citrus Committee, the Committee officially launched its first promotional program of Chilean lemons in Japan. "Our Committee makes various efforts to promote our oranges, lemons, mandarins and clementines in key markets worldwide, such as the United States, which is our main market, and Japan, which is the main consumer of our lemons in Asia," she said. She also said that Chile had exported more than 76 thousand tons of lemons in 2016, more than 19,970 of which were sent to Asia, where Japan accounted for 86% of that volume... ProChile's Commercial Director in Japan, Mikhael Marzuqa, said that ProChile's office in Japan supported the actions carried out by ASOEX's Citrus Committee to promote the Chilean lemons among the Japanese population... Regarding the characteristics of the Japanese consumer, Marzuqa said: "The Japanese population is mainly composed of older people, which is a group that has a significant purchasing power compared to other countries and that demands novel products, which is why it is important to show them the different ways in which they can consume our fruits."

[www.freshfruitportal.com; 8 August 2017]