

Global Citrus Scan (2017_33)

John Edmonds (1 September 2017)



Citrus Growers Association (CGA)

Florida citrus acreage decreases

Florida's citrus acreage continues to shrink, with the latest figures showing that it fell 5 per cent across the state this season, down to 454,973 acres from 480,121 acres last year. The report, compiled by the Florida Field Office at the US Department of Agriculture (USDA), showed that acreage had fallen dramatically from the 748,555 acres recorded in 2004. In terms of commercial trees, the state lost 36,863 acres, with new plantings standing at just 11,715 acres...

[fruitnet.com/americafruit; 1 September 2017]

USA has received an additional 27% of Chilean Navels

...The Chilean citrus harvest began very well this year, with the largest cumulative return in Chile to date..."August is the month for great supplies of Chilean Navels. As of August 6, Chile has shipped 94% of all Navel exports to the United States. The volume exported to date is 53,413 tonnes, which represents a 27% increase over the same period last year," commented Karen Brux, Marketing Director of the Chilean Fresh Fruit Association (CFFA) of North America. Brux added that a series of promotional actions are being developed to boost the consumption of this amount of volume, such as point of sale taste tests, participating in local fairs, and social networks. In addition to recipe videos that in a minute teach how to prepare delicious dishes based on Chilean citrus. These are published in Fruits from Chile's social networks, and retailer's networks where the programs are being carried out...

[www.freshplaza.com; 1 September 2017]

Philippines to be a complementary destination for Uruguayan citrus fruit

...The Uruguayan authorities expect the Philippine market to become operational by 2018. China has been another innovation for the citrus sector...The Chinese market for Uruguayan citrus was lost in 2012 and, after last year's reopening, 14 containers have already been shipped for 350 tonnes of fruit in 2017. Regarding India, "we are working on the experience of a pilot export plan," Montes said...Regarding exports, 72,150 tons have been placed to date, and "surely the year will close with at least 100 thousand tons sold," revealed Montes. This is a figure similar to last year's. By percentages, the orange occupies about 45% of the placements, followed by the mandarin with 35% of the total. Regarding the destination of the Uruguayan citrus fruit, 45% of the exported volume goes to the European market; 29% for the USA; 10% to Russia; 8% is placed in Brazil; and the rest to others, including Canada, Saudi Arabia and, as of this year, also China. Montes highlighted the diversification of markets that Uruguay has achieved since the beginning of the Strategic Plan in 2011, where 80% of the fruit went to the EU.

[www.freshplaza.com; 28 August 2017]

China: First batches of Uruguayan tangerines on sale

This week, Southern Hemisphere tangerines are still in the spotlight. Although autumn has already started, the weather in China is still hot and tangerines sales, especially of tangerines from South Africa, are going smoothly. In addition, this week, Uruguayan tangerines...joined the Chinese import market...At the end of July, the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China and Uruguay signed a document called the "Protocol on the Quarantine Requirements for Uruguayan Tangerines". After that Uruguayan tangerines entered Shanghai market for the first time. The batch consisted of Clemenvilla...Customers say these tangerines are of high quality: the skin is a bit too thick, but the taste is fine. Sellers offer them for around 140-150 yuan per box, but since imported tangerines sales are not going well in general, Uruguayan tangerines sales are also pretty slow...

[www.freshplaza.com; 25 August 2017]

Argentina establishes the first export of Tucuman lemons to Mexico

San Miguel, the largest lemon producer in Argentina, and the leader in Southern Hemisphere's citrus export, performed the first transactions in sending Argentine lemons to Mexico...The shipment has great symbolism not only because of the relevance of this market, but mainly because it is the first export in history to be made to Mexico. A destination that so far had been closed to Argentine lemons. Maximiliano D'Alessandro, San Miguel's Commercial Director, explained that "the business opportunities for Argentina in that country are enormous. Mexico is a market of great potential because of its large population. The objective of this first shipment is to initiate a link among Mexican customers and let them know about the excellent quality of the company's product." Challenges and opportunities in the Mexican market: The country has very different consumer habits to those of Argentina. It has a large local volume of production in green and small caliber lemons. There is a good demand for Sicilian lemons (yellow), a variety that Mexico produces in very small volumes. Until now they imported Sicilian lemons from California...San Miguel has the possibility of joining the market by offering lemons during the counter-season window, which in turn corresponds to Argentina's natural season (April to June). In this way, we arrive at the time of import with better fruit and at a better price. "We are working to develop the relationship with customers and add more value in the region..."

[www.freshplaza.com; 24 August 2017]