

Global Citrus Scan (2017_43)

John Edmonds (10 November 2017)



Citrus Growers Association (CGA)

SanLucar launches new EU citrus campaign with Paddington Bear

Germany-based produce company SanLucar is launching a new citrus promotional campaign with British children's literary character Paddington Bear in a bid to get kids to eat more fruit on a daily basis...The furry lover of marmalade will decorate the packaging of SanLucar lemons, oranges and clementines...SanLucar is once again relying on films for kids to underline the importance of fruits and vegetables in children's diets. In recent years, the most charismatic protagonists have been ambassadors of SanLucar products' taste, the company said. Amongst others, Shaun the Sheep, Heidi, Kung Fu Panda, Ice Age and now once more Paddington Bear...

[www.freshfruitportal.com; 7 November 2017]

Spain: Lack of information about orange and mandarin varieties

Linus Pauling, who received two Nobel Prize awards (for Chemistry and Peace), argued that consuming high doses of vitamin C was very convenient to prevent degenerative diseases...When he was already 90 years old, he called a press conference which, in a certain way, was of a provocative nature, because in it he announced that he had a tumour in his colon. This begged the question. Didn't this wise man say that high intakes of vitamin C helped prevent cancer? To this he replied that, indeed, so it was, but in the end, it had appeared when he was 90 years old, not earlier, as was the case for many patients, and that he aimed to still live a few more years...Pauling also argued that taking vitamin C in pharmaceutical preparations was not the same as consuming fresh fruit, especially citrus fruits, because in this way, you are actually taking cocktails of antioxidant substances (other vitamins, carotenoids, flavonoids, minerals, fibre, etc.) that have an equally beneficial effect...if you opt for a juice, it should be freshly made and the pulp shouldn't be separated. The juice should also be drunk as soon as possible, because once it is made, it begins to oxidise, which gives it a strange taste, in addition to losing a good part of its healthy properties...

[www.freshplaza.com; 1 November 2017]

Spain: Request to include citrus on list of high risk plants

LA UNIÓN de Llauradors (the Growers' Association) has asked the Agriculture Commission of the Spanish Congress of Deputies to include citrus fruits in the List of High Risk Plants or Plant Products...The technical secretary of UNIÓN de Llauradors, Joanma Mesado, made this request in his speech before the Agriculture Commission of the Congress of Deputies, in which he assessed the Economic Association Agreement between the European Union and South Africa at the request of Rosana Pastor, Valencian deputy of Unidos Podemos...LA UNIÓN has also asked the deputies of the Agriculture Commission for cold treatment to be required from South Africa, since it guarantees quality and eliminates the *Thaumatotibia leucotreta* moth, which is a quarantine pest with numerous interceptions in the citrus fruits from South Africa intended for the European market...Joanma Mesado pointed out in his speech that the EU is progressively dismantling the tariff protection and should therefore enforce phytosanitary protection, "but it is actually asking European producers to be competitive while taking away our defence tools and handing them over to the big exporters from third countries." He also announced that South Africa could be made liable in the event that one of these harmful pests entered our territory...Following the June 2016 agreement, South African citrus fruits enter the European Union without tariffs from 1 June to 30 November (in the past, it was until 15 October). The agreement also foresees the progressive reduction of entry tariffs until their eventual disappearance.

[www.freshplaza.com; 9 November 2017]

Spain: Thicker-skinned oranges to prevent cracking

Not so many years ago, a thin skin was one of the main qualities that defined a good quality orange; however, this concept has now been almost totally abandoned, as nobody is imposing it anymore and facts point in the opposite direction, since one of the main problems is that many oranges suffer cracking while on the tree and having a thin skin makes it easier for the fruit to become spoiled. With a thick skin, it has a better chance to resist.

Carlos Mesejo, professor at the School of Agronomic Engineering and researcher at the Agroforestry Institute of the Polytechnic University of Valencia, has defined the issue of cracking of oranges as "a multifunctional problem in which various, difficult to control factors play a role." Some varieties, for instance, may have genetic tendencies, although the truth is that the issue doesn't always appear in the same way. It depends on the year...Carlos Mesejo explained that the characteristic that ultimately determines if an orange will crack and burst is its water absorption capacity at certain stages of its growth and the lack of elasticity of the skin to resist such a stretch...Mesejo also said that this problem is more pronounced in sandy soils, because in case of sudden rainfall, the water can put more "pressure" on it. In any case, he stressed that the only real way for growers to tackle this difficult problem is by trying to grow oranges with a thicker skin.

[www.freshplaza.com; 1 November 2017]