

Global Citrus Scan (2018_32)

John Edmonds (27 July 2018)



Citrus Growers Association (CGA)

U.S. trade war relief "falls short", says CCM

The California Citrus Mutual says the financial relief initiative announced this week for farmers impacted by the trade war "falls short" of growers' needs. The U.S. Administration proposed three programs providing US\$12 billion in mitigation to farmers to offset losses...The two programs intended to support specialty crop producers involve the purchase of excess inventory and trade promotion activities to help redirect volume normally exported to China and other destinations. Historically, the commodity purchase program is one that buys product not viable for domestic or export markets at reduced prices, the CCM said. "The potential revenue that could be generated via this program for growers is far less than export revenues, thus to assume it is a viable alternative would be incorrect," said Nelsen...

[www.freshfruitportal.com; 26 July 2018]

Multi-million dollar campaign and in-store displays drive Halos mandarin sales

California-grown Wonderful Halos mandarins were available in stores for eight months (November 2017 through June 2018) this past season. The last mandarins left the packing house early June. "Not only did we have a record season in terms of availability, it was also our best-selling season ever," says Diana Salsa, director of marketing with Wonderful Citrus. "We are up over eight percent versus last year in dollar sales and have 52 percent market share," she added...

The success of the season can be attributed to several factors. The quality of the fruit was high as the brand waited a few weeks until quality was at its best before picking, shifting the season back a few weeks compared to the year before. "In addition, our investment in the Halos brand continues to be huge," said Salsa. The Wonderful Company spent \$28 million on marketing, which included tv, digital, social, and in-store marketing... "We had 20,000 tractors and trees shipped to retailers across the United States and Canada." They were provided by Wonderful and installed by the company's 175 merchandisers at no cost to retailers... "The results show that stores with displays outperformed stores without displays. Stores with displays experienced more than two times lift in velocity growth versus stores without... Halos primarily targets parents with kids and secondarily, the company focuses on marketing to adults ages 55 and older without kids in the house. "Based on results from IRI data, we added over 3 million new households this season," Salsa mentioned. The successful season resulted in Halos contributing to 27 percent of total produce dollar growth during the California mandarin season, according to IRI. "The Halos brand is two times bigger and moves 1.8 times faster than its nearest competitor," shared Salsa.

[freshplaza.com; 17 July 2018]

Brazil: Record export sales orange juice

Thanks to the American market, which was affected by internal supply problems, Brazil closed out the 2017/18 orange harvest with a 29% increase in exports of fruit juice. With this result, the volume shipped was the largest in history. According to data from Secex (International Commerce Secretariat), Brazil exported a total of 1.15 million tons of orange juice concentrate, compared to 894,600 tons from the previous harvest. Approximately 315,400 tonnes were shipped to the United States alone, representing an increase of 83% over the 172,700 tons shipped in the previous cycle...

[freshplaza.com; 18 July 2018]

Gannan navel orange output is expected to be reduced by one third compared to last year

Gannan Navel Orange is a national geographical signature product of China. This year is an off year for navel oranges, and because of the severe frost disaster last winter, the spring fruit had less rain, resulting in a decrease in the number of navel oranges. Therefore, it is estimated that this year's output may be reduced by one-third compared with last year...

The fruit is small in size, high in acidity and there are more abnormal fruit...

[freshplaza.com; 17 July 2018]

Argentina will continue exporting lemons to Japan

The Ministry of Agriculture, Forestry and Fisheries of Japan sent a technical mission to cooperate with Senasa in the phytosanitary inspection and to initiate the cold quarantine treatment for the export of fresh lemons to the Asian country. Some members of the Japanese Ministry toured the province of Tucuman to verify the site of consolidation of the fruit, where they carried out joint inspections, and the initiation and consolidation of the merchandise. This process will end with the reception of lemon shipments in the Japanese capital by an official of the Argentine embassy, which will corroborate the entry to the destination of the product and the correct compliance with the established treatments. It should be noted that Argentina is one of the most important producers and exporters of lemon in the world. It is responsible for 56.15% of the industrialization of lemon globally and has a central role in lemon juice and essential oil production.

[freshplaza.com; 16 July 2018]