

Global Citrus Scan (2018_41)

John Edmonds 5 October 2018)



Citrus Growers Association (CGA)

Turkey: “We were able to start all varieties two weeks early”

With Egypt, Greece and Morocco still being a month away from the citrus season, Turkey managed to get a head start. Eren Tarim is a Turkish exporter who deals in all kinds of citrus. According to Coşkun Eren the weather was on their side, allowing them to start the season two weeks early. “...the quality and the volume of the harvest have been great so all these factors really add up to a competitive advantage...”

[Freshplaza.com; 4 October 2018]

U.S.: Wonderful Halos gears up for “biggest season ever”

The U.S.'s leading seedless mandarin brand, Wonderful Halos, is preparing to kick off its biggest season ever this November with a US\$30 million integrated campaign the company says is designed to accelerate category growth and maintain market dominance...Adam Cooper, vice president of marketing at The Wonderful Company, said: “Each season gets sweeter and sweeter for Wonderful Halos”...“In addition to being recognized as the No. 1 most-loved healthy snack brand among both parents and kids, Halos's multimillion-dollar campaign is designed to drive sales by promoting new everyday snacking occasions to keep the brand top of mind, top of the category and top of the shopping list.”...Last year's POS program featured 20,000 displays at retailers who experienced double the sales growth versus retailers without Halos POS displays.

[freshfruitportal.com; 1 October 2018]

Turkey: Record increase in citrus fruit production

The Aegean region in Turkey is surpassing all expectations for citrus fruit production so far. The production had been estimated at around 428,000 tons, however current numbers indicate a much higher production volume...Among citrus fruits, the production volume of oranges increased from 272,000 to 370,000 tons...Mandarin production went through a steep decline last season but is now showing signs of recovery. Mandarin production this season has increased by 132 % from 102,000 tons to 238,000 tons. Lemon production also increased from 50,000 tons to 74,000 tons. Grapefruit production also more than doubled, increasing from 2,500 tons to 5,500 tons. Growers remarked that due to weather conditions, the products arrived about 2 weeks earlier and the quality of the products have been remarkable so far. The Ministry of Agriculture is providing help to growers to battle Mediterranean fruit fly to ensure good quality and to minimize losses in production...The growers expect that, due to the decline in value of the Turkish currency, most of the products will be exported to get better value, which in turn may cause a shortage of supply in the domestic market. Consequently growers predict that lemon prices in the domestic market will increase.

[Freshplaza.com; 3 October 2018]

Japan opens its market to the Satsuma mandarin grown in Peru

The Ministry of Agriculture and Fisheries of Japan (MAFF), published on Tuesday the official standard that allows access to the satsuma mandarin produced in Peru.

[Freshplaza.com; 26 September 2018]

Bee vectored biopesticides developed as alternative to spraying

Canadian ag-tech start-up Bee Vectoring Technology (BVT) has successfully developed a commercial alternative to pesticide spraying, using bees to carry and distribute an organic inoculating powder during their pollination route. The bumblebees walk through a specialty tray of the fungal bio pesticide called Vectorite before exiting their hive, going on to drop these spores on each plant they visit. The naturally occurring fungus is then absorbed by the plants, enabling them to block any destructive diseases. The concept was first developed by professors at the University of Guelph some 20 years ago. The professors are now retired and have been advising BVT since its creation in 2012. BVT CEO Ashish Malik told Fresh Fruit Portal that the application technique is more efficient and environmentally friendly than traditional crop spraying methods. “There are many biological products that are being used by farmers these days, but the way they're applied is the same way that traditional chemicals are also applied, which is that you're using spray equipment,” he said. He said this often results in a lot of wasted product and water runoff, in addition to a lot of water being used to begin with...As with traditional application methods, more than one active ingredient can be used at once. Malik also highlighted that not only do the biopesticides protect against insect and bacterial pests, such as botrytis, but they have also been shown to stimulate growth and boost plant vigor.

[freshfruitportal.com; 4 October 2018]