Global Citrus Scan (2019_4)

(John Edmonds 9 February 2019) Citrus Growers Association (CGA)

Limoneira enters into JV with Argentine citrus company

U.S.-headquartered Limoneira has entered into a joint venture with Argentine citrus company FGF Trapani, in a deal that will see the acquisition of hundreds of hectares of farmland and the creation of a new subsidiary in the world's top lemon-exporting country. The company on Monday announced it had entered into an agreement with FGF, a multigenerational grower-exporter which owns over 3,200 acres of lemons and oranges in the provinces of Salta, Jujuy and Tucuman as well as a juice processing facility in the province of Tucuman…"It's very exciting for us to expand our global footprint into Argentina and thereby strengthen our ability to become a 365-day, 24/7 global supplier of fresh citrus to our valued customers around the world," said Alex Teague, senior vice president of Limoneira. He said the relationship would provide Limoneira with access to new markets and distribution networks, increase production and technical capacity and also reduce impact on operating results…
[Freshfruitportal; 4 February 2019]

Orri opportunity

Tal Amit, head of the citrus sector at Israel's Plant Production and Marketing Board, is optimistic over the new Orri Jaffa mandarin campaign, with volumes up and markets such as North America and Asia becoming ever-more favourable for the fruit. And while Europe is "stagnating", he points out to eurofruit that it remains the major market by export volume for the country's premium citrus brand…The 2018/19 Israeli citrus season shows high quantities compared with the previous year, especially for major export products like Sunrise grapefruit, which is at its peak, and Orri Jaffa mandarins. The latter's harvest commenced in December and will last until May 2019, with the crop beating expectations and boasting good qualities…With long-term experience we have seen the stagnation of citrus consumption in Europe, while Asian and East Asian markets increase their interest in premium citrus varieties…However, the reality is that global production of oranges, lemons and easy-peelers continuously increases. This fact increases competition and causes marketing difficulties year-by-year"…
[Fruitnet.com/eurofruit; 8 February 2019]

"Excessive prices for Florida grapefruit"

"It is a difficult Florida grapefruit season. A while ago, hurricane Irma caused a lot of damage. This force of nature had a significant effect on grapefruit production. There is little supply, which means prices are excessively high", says Cédric Geens of the Belgian wholesaler, W. Jonckheere. "Spanish citrus sales are doing their thing. It is not a spectacularly good market, but sales are going very well. In contrast, prices are on the low side. This is due to the large volumes that are on the market. Currently, Spain, Morocco, Egypt, Italy, and Turkey are all on the market together. "January is, traditionally, a difficult market. Retailers and, especially the market vendors, are working at a slower pace. This is because of the winter weather experienced over the past few days. The recent festive period was also not how it usually is", he continues. "The younger generation lives differently to the older one. Eating together is less important to younger people. This change is also reflected in the sales of products we usually see sell well over this time of year. We have also noticed that Belgian supermarkets focus less on the festive season than they did in the past."… Despite this, the company is preparing for the time when large volumes of overseas products will be brought in again. "When the Spanish citrus near their end, Morocco and Egypt take over. Then, the overseas products such as melons, grapes, and exotic fruits, gain the upper hand", concludes Cédric.
[Freshplaza; 5 February 2019]