

# FR*ui*TROP

English edition

## CLOSE-UP: SUMMER CITRUS

Sea freight:  
Reefers ride to the rescue

Avocado from Peru:  
assets and ambitions



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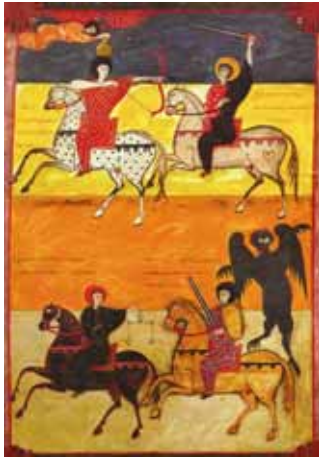
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When you read the papers, you'd think that the Four Horsemen of the Apocalypse had homed in on the banana industry in Ecuador. *In the New Testament, their ride heralds the end of the world. Although the first horseman on a white horse marks the start of a series of curses, he is very distinctly positive, at least in the Bible. He is the symbol of a conqueror. With a little imagination, one could see him as President Correa who defends small growers against the export companies, like the pressure currently applied by the Ecuadorean government in particular on Noboa (called on to cough up 85 million dollars in tax). This obviously has a cooling effect on the banana climate of the country, a bottomless reservoir where everybody in the world comes to load unlimited quantities of bananas that cannot be found elsewhere because of meteorological disasters or demand boiling over. We'll see if the faithful come through richer or less poor! The second horseman, on a red mount, looks like the Tungurahua volcano that spat out its ash on the Ecuadorean plantations at the end of May/beginning of June, causing damage that is still difficult to measure. The third, on a black horse and representing famine, is the cold weather that is slowing production cycles and currently reducing Ecuadorean export capacity. Finally, the fourth rider is Death on a pale horse, bringing with him an outbreak of the dreaded Black Sigatoka, a fungal disease that attacks banana leaves. In all modesty, I propose to add a fifth rider on a horse with a fine dollar-green colour, who slices at growers' incomes using his two-edged sword: weakening of the European market by a decrease in the customs tariff and the sliding of the euro against the dollar. But don't go shouting that it's the end of the world. This is only a **FruiTrop** editorial, not Chapter 6 of the Book of the Apocalypse. But let us pray all the same. You never know...*

Denis Loeillet



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**Printed by**  
Pure Impression  
Rue de la Mourre  
Espace Com. Fréjorgues Est  
34130 Maugeuio, France

**Separate French and English editions**

**ISSN**  
French: 1256-544X  
English: 1256-5458

**CPPAP**  
French: 0711 E 88281  
English: 0711 R 88282

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**Subscription rate**  
EUR 210  
11 issues per year

**FRUITROP**

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Cover photograph: Régis Domergue

# Avocado

May 2010

The market was disappointing as demand was too slow for an unforeseen dip in supply to pay off. Supply of green varieties was larger than average, with average quantities from Peru but strong presence of South Africa and Kenya. However, volumes of 'Hass' were moderate. Deliveries from Peru were large, especially during the first two-thirds of the month. But the northern hemisphere seasons ended in mid-month and, above all, progress of the South African season was slowed by rain. Demand was slow, especially for large fruits (12/14/16). 'Hass' prices merely held their ground and those of green varieties decreased. An upward movement was observed at the end of the month as the dip in supply from South Africa continued.

■ Spanish avocado: a stable 2009-10 season for both exports and orchards. Production in the Malaga area, where most of Spanish avocado is grown, is reported to have totalled some 40 000 t in 2009-10. Nearly 30 000 t was exported and 10 000 t sold on the domestic market. According to Benjamin Fauli, avocado specialist at ASAJA Malaga, these figures that are similar to last year's and to those of other recent seasons reflect a planted area that has stabilised at about 6 000 ha.

Source: ASAJA Malaga

■ 2009-10 Mexican avocado season in the EU: further decrease. Mexican avocado continued to lose ground in the EU in 2009-10. Preliminary estimates show that some 2.1 million 4-kg boxes were exported to Europe, the smallest total for more than ten years. Mexican shipments to the EU have halved since the full opening of the US border to fruits from Michoacán. Exports were focused on this nearby market once again. In spite of a much more competitive trading situation than in 2008-09 (imports from Chile up from 56 000 t to more than 127 000 t



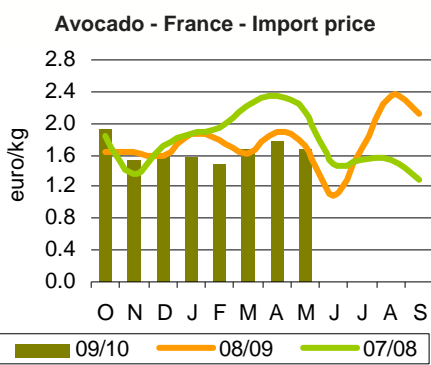
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and Californian production multiplied by two and a half), Mexican exporters should have had their second largest season in the United States as the cumulated volume to the end of June is 242 000 t. More than a poorly targeted promotion campaign in April will be needed to revive sales in Europe!

Source: national customs authorities

■ 2010-11 Chilean avocado season: negative alternate bearing coming up. According to Reefer Trends, exportable potential should be some 155 000 t in 2010-11. This is 20% less than the 193 000 t released on the international market during the preceding season. This conjunctural decrease caused by the physiological phenomenon of alternate bearing does not reflect the increase in the planted area in recent years. Estimated at 260 000 t in 2009-10, production should continue to increase in the years to come. The results of the official estimate performed from May onwards by the Comité de Palta should be announced shortly.

Source: Reefer Trends



PRICE	Varieties	Average monthly price euro/box	Comparison with the last 2 years
	Green	4.50-5.00	- 15%
Hass	6.50-7.00	- 23%	

VOLUMES	Varieties	Comparison	
		previous month	last 2 years average
Green		↘	+ 16%
Hass		↘	- 21%



© Guy Behringer

VOLUMES	Source	Comparison		Observations	Cumulated total / cumulated average for last 2 years
		previous month	average for last 2 years		
	South Africa	↗↗	- 14%	Peak season for 'Fuerte' with larger than average volumes. The 'Hass' season started very slowly.	- 20%
	Mexico	↘	- 53%	End of season in mid-May. Very limited volumes.	- 22%
	Spain	↘	+ 15%	Season finished ten days before the end of the month. Volumes larger than average.	+ 2%
	Peru	↗↗	+ 68%	Peak season for 'Fuerte' until the end of the month with slightly smaller volumes than average. Very marked early peak for 'Hass'.	+ 25%
	Israel	↘	na	End of season in mid-May. Very limited volumes.	+ 44%



# Banana

May 2010

Seasonal fruits have been late and so banana operators danced joyfully around the maypole even though supply was fairly substantial.

Supply of dollar bananas seems to have been fairly small. Shipments from Ecuador were slightly larger than average and concentrated on the northern part of the EU and the Mediterranean, but production started to dip in Colombia. In contrast, large volumes continued to arrive from Africa even though shipments from Cameroon were small. Fruits from Ghana were still strongly present and, above all, arrivals from Côte d'Ivoire were still massive. In addition, the West Indian shortfall was reduced with the return of Guadeloupe to the market in mid-May after a halt in exports for several months.

Demand was very good for the season. The small supplies of Spanish and French strawberries and the late start to Spanish stone fruit crops allowed visibility for banana and other produce such as apple and orange that is unusual at this time of year. The market was tense from the beginning of the month and prices started a sharp and unusual upward movement in the middle of the month.

■ Banana: purée prices in Europe in March 2010.

Type of juice	Price (USD/t)	Origin	Observations
Aseptic purée, 22°Brix	630-645 fca Netherlands dp	Ecuador	The market has firmed slightly in recent months.

Note : fca : free carrier / dp : duty paid (droits de douane acquittés) / Source : MNS-ITC Genève



■ The Atlantic hurricane season will be severe. This is what the National Oceanic and Atmospheric Administration announced at the end of May. The NOAA forecasts 14 to 23 named storms of which 8 to 14 could become hurricanes during the six months of the hurricane season that starts on 1 June. Among the hurricanes, 3 to 7 are considered as major events of category 3 (wind speed 178 to 209 kph), 4 (wind speed 210 to 250 kph) or 5 (wind speed more than 251 kph). Meteorological experts consider that the probability is 70%. The Pacific hurricane season will be less intense than usual.

Source: NOAA

2010). It formed off Guatemala and moved along a fair part of the frontier between Guatemala and Mexico. A great deal of infrastructure was damaged. According to official sources, about 5% of the 23 000 ha of producing banana plantations was affected. It is reminded that Guatemala produced 76 million boxes in 2009 (about 1.4 million metric tonnes) and its main customer is the United States.

Various sources

■ Ramon Rey (ARC Eurobanan - Total Produce, Spain) remains President of Freshfel.

He has just been re-appointed for a second term of office as President of the European lobby for the period 2010-2012. Philippe Henri (Creno, France) was re-confirmed as Vice-President and Jérôme Fabre (Compagnie Fruitière, France) was elected as Treasurer. The association's annual general meeting was the occasion for the creation of a working group on banana, implementing the taking over of ECBTA. Freshfel now has four working groups: Promotion, Image and Communication, Food Quality and Sustainability, Citrus and Banana. Philippe Binard is still the Secretary-General of the Association.



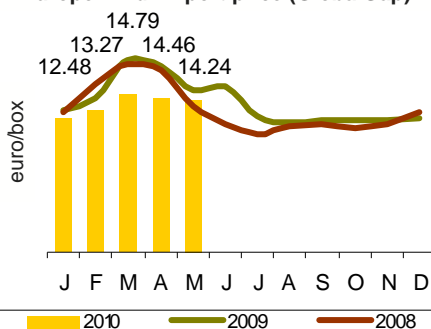
www.freshfel.com

Source: Freshfel

EUROPE — ALDI IMPORT PRICE

May 2010 euro/box	Comparison	
	previous month	average for last 2 years
14.24	- 2%	- 1%

Europe - Aldi import price (GlobalGap)

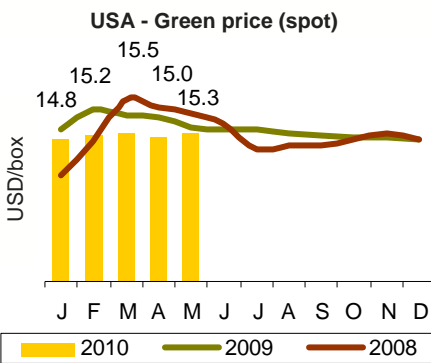


EUROPE — RETAIL PRICE

Country	type	Comparison		
		May 2010 euro/kg	May 2009	average for last 3 years
France	normal	1.45	- 5%	- 2%
	special offer	1.27	- 6%	- 2%
Germany	normal	1.20	- 5%	- 4%
	discount	1.02	- 6%	- 7%
UK (£/kg)	packed	1.28	+ 3%	+ 15%
	loose	1.00	+ 13%	+ 21%
Spain	plátano	1.68	+ 1%	- 5%
	banano	1.40	+ 1%	- 5%

# Banana

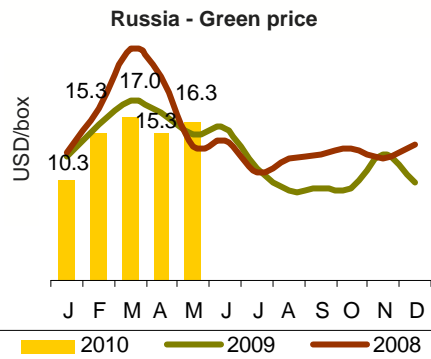
UNITED STATES



## USA — IMPORT PRICE

May 2010 USD/box	Comparison	
	previous month	average for last 2 years
15.34	+ 2%	- 8%

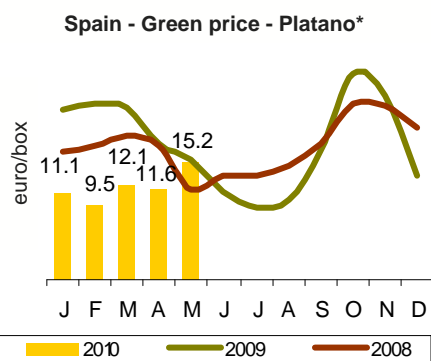
RUSSIA



## RUSSIA — IMPORT PRICE

May 2010 USD/box	Comparison	
	previous month	average for last 2 years
16.33	+ 6%	+ 13%

CANARIES



## CANARIES — IMPORT PRICE\*

May 2010 euro/box	Comparison	
	previous month	average for last 2 years
15.15	+ 31%	+ 12%

\* 18.5 kg box equivalent

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■ Côte d'Ivoire - OCAB: divided and weak. What a muddle! This is what the whole profession must have thought when the divorce was finalised in Abidjan in May. After months and even years of tension, OBAM CI (Organisation banane, ananas et mangue de Côte d'Ivoire) was set up. It groups SCB (a subsidiary of Compagnie Fruitière) and a number of producers. The remaining OCAB members continue as before and consist of the three other banana producer-exporters (Canavese, Sipef and SPDCIE), the main pineapple cooperatives (FDL, CFC) and the other pineapple and mango producer-exporters. We will not go into the reasons for the separation. Sectors, chains and their organisation have never been peaceful anywhere in the world. But it is a pity that the resulting dispersion weakens the voice of Côte d'Ivoire.

Indeed, for years many observers have deplored the silence or even apathy of Caribbean ACP professionals in negotiations concerning the future of the Common Market Organisation of Banana. In contrast, they observed the intense activity and even pugnacity of the African ACP countries. OCAB, bringing with it ASSOBAACAM (the Cameroon professional organisation) and the authorities in three African exporting countries (Cameroon, Côte d'Ivoire and Ghana) has become a thorn in the side of the European Commission, the European Council, the European Parliament and the WTO. The Geneva agreement of 15 December 2009 setting a customs tariff of EUR114 per tonne in 2017 was not the end of the match. The ACP countries still have a lot to lose, especially in the signing of bilateral agreements (FruiTrop 177, April 2010, pages 20 and 21) but also much to gain, for example by obtaining part of the accompanying funds (FruiTrop 177) or by ensuring that the latter continue to flow.

Pity...

Source: CIRAD



## Fruits and vegetables — Côte d'Ivoire — EU imports

Tonnes	2004	2005	2006	2007	2008	2009
<b>Total fresh fruits, incl.</b>	<b>373 862</b>	<b>306 182</b>	<b>345 663</b>	<b>276 842</b>	<b>302 615</b>	<b>302 561</b>
Dessert banana	210 760	183 752	221 668	189 366	216 953	229 195
Pineapple	137 528	99 889	94 495	59 237	58 902	47 421
Mango (and guava, mangosteen)	11 430	9 857	14 433	14 706	11 250	11 659
Papaya	1 164	1 398	1 857	1 806	3 574	1 061
Date	0	0	0	0	22	22
Plantain	16	98	0	1	0	21
<b>Total fresh vegetables</b>	<b>1 184</b>	<b>1 329</b>	<b>1 330</b>	<b>1 307</b>	<b>997</b>	<b>559</b>

Source: EUROSTAT

## EUROPE — IMPORTED VOLUMES — MAY 2010

Origine	Comparison		
	April 2010	May 2009	cumulated total 2010 compared to 2009
French West Indies	↘	+ 15%	+ 14%
Cameroon/Ghana	↘	- 7%	+ 2%
Surinam	=	+ 23%	+ 37%
Canaries	=	0%	+ 12%
Dollar:	↗	+ 3%	+ 1%
Ecuador	↗	+ 4%	- 6%
Colombia	=↗	+ 12%	+ 2%
Costa Rica	↗	- 9%	+ 211%

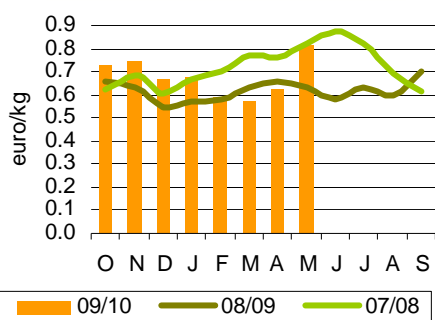


# Orange

May 2010

The distinct upward market trend continued. On the one hand, demand held at a good level because of the small supply of seasonal fruits. On the other, the quantities of both table and juice oranges were still moderate. The volumes of Spanish 'Valencia' available at production remained short while 'Maroc Late' was still little present in the EU (production deficit, shipments focused on Russia). In table oranges, the Spanish 'Navelate' season ended early. The very first 'Navel' from South Africa were delivered at the end of the month. Prices were already high and continued to rise for both 'Valencia' and 'Navelate'.

Orange - France - Import price



PRICE	Type	Average monthly price euro/box 15 kg	Comparison with average for last 2 years
	Dessert oranges	12.50	+ 8%
Juice oranges	11.70	+ 13%	

VOLUMES	Type	Comparison	
		previous month	average for last 2 years
Dessert oranges	↘	+ 10%	
Juice oranges	↗	+ 4%	

VOLUMES	Varieties by source	Comparison		Observations	Cumulated total / cumulated average for last 2 years
		previous month	average for last 2 years		
Navelate from Spain	⇒↘	+ 10%	Season ending. Small volumes at production but at a decent level on the French market.	- 2%	
Valencia late from Spain	↗	+ 25%	Arrivals on the French market slightly larger than average in spite of more limited production.	+ 29%	
Maroc late from Morocco	↗	- 37%	Arrivals in the EU remained very limited because of the small export potential and the priority awarded to the Russian market.	- 63%	

■ Orange juice: marriage of giants. The second and third largest orange juice producers in the world are now one! In mid-May, Citrusuco (Fisher Group) and Citrovita (Votorantim Group) announced that they were merging. The new entity, that has not yet been named, will have 7 production units (6 in Brazil and 1 in Florida) and 7 port terminals. It will process 40% of the Brazilian harvest and control 25% of the world orange juice market. Although the main aim is the rationalisation of costs, the merger may also speed



up joint projects in the Florida and Brazilian chains such as marketing and fighting greening.

Source: TheLedger.com

■ China open to Moroccan citrus. The Moroccan Office National de Sécurité Sanitaire des Produits Alimentaires announced in a press release at the end of May that the Chinese market is officially open to Moroccan citrus. A total of 18 groves—mainly 'Maroc Late' and clementine—have been approved for 2010.

Source: ONSSA

■ Citrus: juice prices in Europe in March 2010.

Type of juice	Price (USD/t)	Origin	Observations	
Orange	FCOJ, 66°Brix, in bulk	2 000-2 050 fob Santos	Brazil	The market has remained distinctly buoyant. US demand was very strong in January but has now slowed. However, the Brazilian and Florida harvests are small whereas Mexico, the fourth largest processor in the world, has announced a limited harvest.
	FCOJ, 66°Brix, in bulk	2 200-2 300 fca Netherlands		
	NFC	500-550 fob Santos		
Blood orange juice	3.40-3.50 euro/kg fot Sicily	Italy		
Grapefruit	Frozen concentrate, 58°Brix, white	1 650-1 675 cfr Netherlands dup	Cuba	Demand increasing but still small, especially in the USA. As a result, production is stagnating and there is little supply on the market.
	Frozen concentrate, 58°Brix, pink	1 675-1 700 cfr fca Rotterdam	Florida	
Lemon	Frozen concentrate, cloudy, 500 gpl	4 700-4 900 fca Rotterdam	Argentina	The Argentinian and Spanish harvests should be small. Demand for fresh fruits weighs on the volumes sold for processing. High prices seem to anticipate the shortage of volume, which will last until the last quarter of the year.
	Frozen concentrate, clear, 400 gpl	3 700-4 000 fob Buenos Aires		
	Frozen concentrate, cloudy, 400 gpl	3.40-3.50 euros/kg ddp Northern Europe	Italy	
Lime	Frozen concentrate, 400 gpl	2 000-2 500 fca Rotterdam	Brazil	The Brazilian harvest is disappointing and the fruits are smaller than usual. Lime prices should follow the upwards trend for lemon.

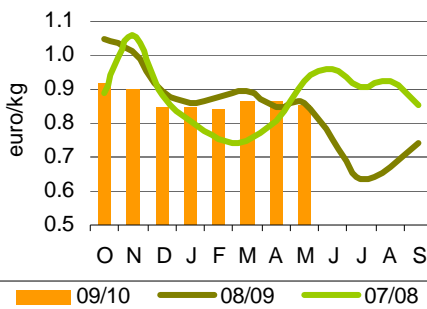
Note: fob: free on board / fca: free carrier / fot: free on truck / cfr: cost and freight / dup: duty unpaid / ddp: delivered duty paid / Source: MNS-ITC Geneva

# Grapefruit

May 2010

The market was distinctly under-supplied as the southern hemisphere seasons started very late. Arrivals from South Africa were extremely limited because of rain and then a strike in South African ports. Similarly, deliveries from Argentina were particularly small as the export potential was smaller and operators were cautious as regards the EU, given the weak euro. Prices were very firm for fruits from both these sources. However, the remaining Israeli and Florida fruits only benefited a little from this as sizes were sometimes unsuitable, with Israeli supply consisting mainly of very large fruits, and the quality of some Florida brands was sometimes uneven.

Grapefruit - France - Import price



Woolly whitefly



Trade globalisation: buzzing in the citrus groves! The globalisation of trade sometimes caused the spread of 'exotic' pests and diseases. This was illustrated by no less than three examples in May 2010. The presence of woolly whitefly (*Aleurothrixus floccosus*) in Eastern Cape in South Africa was announced officially. The larvae feed on sap and excrete honeydew, both of which affect tree vigour and reduce flowering and fruiting. In South Africa again, a vigorous strain of fruit fly was found in May in Limpopo province at the frontier with Zimbabwe. This is a serious problem as *Bactrocera invadens* is a quarantine pest. Finally, an outbreak of Mediterranean fruit fly (*Ceratitidis capitata*) was found at Boca Raton in south-east Florida. It is also a quarantine pest. Surveillance is a necessity more than ever and some countries lack this today, especially in the Mediterranean.

Fruit juices are stabilised by being plunged in a tank of water and subjected to a pressure of 1 000 to 6 000 bars; this gives a shelf life of at least two weeks and less nutritional and organoleptic change than after traditional heating techniques. Halles Mandar, who initiated these technological fruit juices named 'in Fruit', supply four references—orange, grapefruit, apple-pear-strawberry and apple-pear-raspberry—packaged in 25, 50 and 75 cl bottles and sold in supermarkets.

Source: Halles Mandar

2010-11 Brazilian orange harvest: a recovery but not a record. Professionals expect production totalling from 310 million boxes (Louis Dreyfus) to 336 million boxes (Cutrale) in Sao Paulo state. Whatever the precise figure, it will be a distinct improvement on the very small 2009-10 harvest (286 million boxes). However, it will be close to the average for the last four years (325 million boxes) and well below the 350 to 360 million boxes of 2006-07 and 2007-08.

Source: Bloomberg

Sources: TheLedger.com, ReeferTrends, Weekendpost.co.za

When Blaise Pascal joins the food industry! Is 'Pascalisation', a process drawn from the work of the great scientist and thinker a revolution in the world of fruit juice?



PRICE	Type	Average monthly price euro/box 17 kg box eq.	Comparison with average for last 2 years
	Tropical type	16.00-16.50	+ 5%
Mediterranean type	10.00-10.50	- 15%	

VOLUMES	Type	Comparison	
		previous month	average for last 2 years
Tropical type	↘↘	- 76%	
Mediterranean type	↘	- 8%	

VOLUMES	Source	Comparison		Observations	Cumulated total / cumulated average for last 2 years
		previous month	average for last 2 years		
South Africa	↗	- 90%	Start of season delayed by rain and strikes in South African ports.	- 86%	
Argentina	↗	- 48%	Limited shipments, especially to the EU.	- 55%	
Israel	↘	- 24%	End of the season. Shipments smaller than average but consisting of large fruits (size 35) initially intended for Russia.	+ 6%	
Florida	↘	- 88%	Early end of arrivals at the beginning of the month.	- 30%	



## Pineapple

May 2010

Supply of 'Sweet' from Costa Rica was fairly irregular in May because of numerous logistic problems (late ships and freight capacity). Several promotion operations were organised to get stocks moving. Although they often prevented the market from clogging up they did not have much effect on the batches in store (selling at between EUR4.00 and 5.00 per box) that hampered the sales of arriving fruits throughout the month. It should also be noted that 'Sweet' supply was very unbalanced, with many 'extreme' sizes whereas the promotion operations mainly concerned size 8 fruits that were not readily available.

Sales were still very difficult for the few batches of 'Sweet Cayenne' available on the market as the fruits were green and supply balance was upset by large quantities of small fruits for which there was little demand.

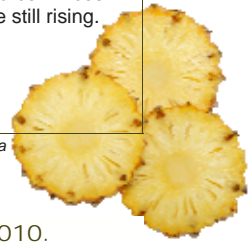
The situation was good overall for pineapple shipped by air. Flights gradually resumed after the disturbances to air traffic and supply was limited for the month as a whole. Although prices remained stable, a decrease in demand was observed from mid-month onwards. The few batches of 'Sugarloaf' pineapple from Benin sold well at between EUR1.90 and 2.10 per kg according to availability.

Sales were still dynamic as a whole on the 'Victoria' pineapple market, mainly because of small supply. An increase in shipments from Réunion and the arrival of seasonal fruits at the end of the month were signs of more difficult sales to come.

### ■ Pineapple: juice prices in Europe in March 2010.

Type of juice	Price (USD/t)	Origin	Observations
Frozen concentrate, 60°Brix, 'Smooth Cayenne' var.	2 000-2 050 fob Bangkok	Thailand	Little volume available, whatever the source. Prices are still rising.
Aseptic concentrate, 60°Brix, 'Smooth Cayenne' var.	1 950-2 000 fob Bangkok	Thailand	
Frozen concentrate, 60°Brix, 'Smooth Cayenne' var.	2 180-2 250 cfr EU	Thailand	
Aseptic concentrate, 60°Brix, 'Smooth Cayenne' var.	2 120-2 225 cfr EU	Thailand	
Single juice, 13°Brix, 'MD-2' var.	800-825 fca Netherlands	Costa Rica	
Frozen concentrate, 60°Brix, 'Perola' var.	1 900 fob Santos	Brazil	

Note: fob: free on board / cfr: cost and freight / fca: free carrier / Source: MNS-ITC Geneva



### ■ Fruits: juice and pulp prices in Europe in March 2010.

Type of juice	Price (USD/t)	Origin	Observations
Pomegranate	Clarified aseptic concentrate, 66°Brix 3.90 euros/kg fca Rotterdam	Turkey	Market stable and normal.
Passion fruit	Frozen concentrate, 50°Brix 6 300-6 900 cfr EU	Ecuador	Market waiting to the harvest in Ecuador. Demand is very small as stocks are currently very limited; processors have replaced passion fruit by other juices.
	NFC, 11°Brix 2 500 cfr EU		
	Frozen concentrate, 50°Brix 8 000 fob Santos	Brazil	
	NFC, 11°Brix 2 700-2 800 fob Santos		
Papaya	Aseptic concentrate, 25°Brix, red 1 300-1 650 fob Brazil	Brazil	Market normal.
Guava	Aseptic single pulp, 9-12°Brix, pink 650-750 fob Brazil	Brazil	The harvest in Brazil could be down by 25%. As domestic demand has increased, supply could be limited this year.
	Concentrated aseptic pulp, 14-16°Brix, pink 900-1 000 fob Brazil		
	Aseptic concentrated pulp, 18-20°Brix, pink 1 100 fob Brazil		
Acerola	Frozen single juice, 6-8°Brix 900-1 000 fob Santos	Brazil	Prices still high and demand decreasing.

Note: fca: free carrier / cfr: cost and freight / fob: free on board / Source: MNS-ITC Geneva

### PINEAPPLE — IMPORT PRICE

Weeks 18 to 21	Min	Max
By air (euro/kg)		
Smooth Cayenne	1.70	1.95
Victoria	3.00	4.00
By sea (euro/box)		
Smooth Cayenne	3.50	7.50
Sweet	5.50	8.50

### PINEAPPLE — IMPORT PRICE IN FRANCE — MAIN ORIGINS

Weeks 2010		18	19	20	21
By air (euro/kg)					
Smooth Cayenne	Benin	1.80-1.95	1.80-1.95	1.85-1.90	1.80-1.90
	Cameroon	1.80-1.95	1.80-1.95	1.70-1.90	1.80-1.90
	Ghana	1.75-1.85	1.75-1.85	1.70-1.85	1.70-1.85
Victoria	Réunion	3.50-4.00	3.50-4.00	3.50-4.00	3.50-4.00
	Mauritius	3.00-3.50	3.00-3.50	3.30-4.00	3.00-3.50
By sea (euro/box)					
Smooth Cayenne	Côte d'Ivoire	5.00-7.00	5.00-7.00	3.50-7.50	5.00-7.50
Sweet	Côte d'Ivoire	6.00-8.00	6.00-8.00	6.00-8.50	6.00-8.50
	Cameroon	6.00-8.00	6.00-8.00	6.00-8.50	6.00-8.50
	Ghana	6.00-8.00	6.00-8.00	6.00-8.50	6.00-8.50
	Costa Rica	5.50-7.00	5.50-7.00	5.50-7.00	6.00-7.50

Photos © Régis Domergue

# Mango

May 2010

May is traditionally a difficult month for mango sales. Indeed, it is a seasonal peak in the West African mango producing countries while demand gradually switches to seasonal fruits. May 2010 was unusual in that market conditions have rarely been as satisfactory for mango. The rapid ending of the Peruvian season and the late start to the season's fruits after a hard winter and late frosts did much to favour high prices, especially for West African fruits.

The dwindling of supply on the European market in the first half of May made prices perk up; this was the case for both 'Tommy Atkins from Brazil and West African mangoes. Initially stable, selling prices increased distinctly in the second half of the month. A few sales were concluded at over EUR6.00 per box but for limited quantities. The decrease in supply was particularly beneficial for secondary sources such as Burkina Faso and Mali, which partially compensated the decrease in shipments from Côte d'Ivoire and Brazil.

The air mango market also functioned well in May. The strong reduction in exports from Côte d'Ivoire in the second half of the month favoured stability and even an increase in prices. 'Kent' benefited greatly from the decrease in supply volume. In contrast, 'Valencia' from Mali were more difficult to sell because of variations in quality. Their prices increased as a result of overall under-supply and not because of an increase in demand.

■ Litchi: somnolent European market in May. Litchi supply to the European market was comparatively limited in May. Most of the tonnage shipped from Thailand was received in the Netherlands. Prices were stable at between EUR6.00 and 7.00 per kg throughout the period. Prices were higher in Belgium at between EUR8.00 and 9.00 per kg but for limited quantities that shrank even more at the end of the month for reasons of mediocre quality. The first sales of



Thai litchi on the French market did not take place until mid-month. Probably shipped by sea, they sold at around EUR5.00 per kg. It was difficult to sell the small, not very attractive fruits on a market increasingly focused on the season's fruits.

Source: Pierre Gerbaud

■ Maximum residue limit for sulphur abolished. The European Food Safety Authority recommended that an MRL (maximum residue limit) should no longer be set for sulphur as its toxicity is very low. The EU authorities followed the recommendation. Sulphur has now been added to Annexe 4 of Regulation EC 396/2005.

Source: CIRAD

■ Mango: juice and purée prices in Europe in March 2010.

Type of juice	Price (USD/t)	Origin	Observations
Aseptic purée, 16-17°Brix, 'Totapuri' var.	900 cfr Rotterdam	India	The Indian 'Totapuri' harvest may be smaller than in 2009. In contrast, quality and quantity of the 'Alphonso' should be better. The S. American crops were limited and practically fully sold. The Brazilian 'Palmer' harvest was half the size of the previous one.
Aseptic purée, 14-16°Brix, 'Magdalena' var.	950 cfr Netherlands	Colombia	
Aseptic concentrate, 28°Brix, 'Magdalena' var.	1 400 cfr Netherlands	Colombia	
Aseptic single juice, 14-18°Brix, 'Tommy Atkins' var.	800-900 fob Santos	Brazil	
Aseptic concentrate, 28-30°Brix, 'Tommy Atkins' var.	1 300-1 400 fob Santos	Brazil	
Aseptic concentrate, 28-30°Brix, 'Tommy Atkins' var.	1 325-1 375 cfr EU	Brazil	
Aseptic single juice, 14-18°Brix, 'Tommy Atkins' var.	900-1 000 cfr EU	Ecuador	

Note: cfr: cost and freight / fob: free on board / Source: MNS-ITC Geneva

MANGO — ARRIVAL ESTIMATES Tonnes					
Weeks 2010	18	19	20	21	
By air					
Brazil	5	-	-	10	
Mali	70	70	60	50	
Burkina Faso	30	20	25	20	
Côte d'Ivoire	80	50	40	20	
By sea					
Brazil	1 360	1 140	1 140	1 030	
Mali	220	310	420	350	
Burkina Faso	240	180	130	150	
Côte d'Ivoire	1 080	810	640	240	

MANGO — IMPORT PRICE ON THE FRENCH MARKET — Euro							
Weeks 2010		18	19	20	21	May 2010 average	May 2009 average
By air (kg)							
Mali	Amélie	2.30-2.50	2.50	2.40-2.50	2.50	2.40-2.50	2.30-2.40
Mali	Valencia	2.50	2.00-3.50	3.00-3.50	3.00-3.50	2.60-3.25	2.20-2.60
Mali	Kent	3.00	3.00-3.80	3.00-4.00	3.00-4.00	3.00-3.70	2.55-3.15
Burkina Faso	Amélie	2.30-2.50	2.50	2.00-2.20	2.50	2.30-2.40	2.05-2.15
Burkina Faso	Kent	3.00	3.00-3.50	3.00-4.00	2.40-3.00	2.85-3.35	2.45-3.05
Côte d'Ivoire	Kent	3.50-4.00	3.80-4.00	4.00-4.50	4.00-4.50	3.80-4.25	3.00-4.00
By sea (box)							
Peru		-	-	-	-	-	3.80-4.30
Brazil	Tommy Atkins	3.00-3.50	-	5.00-5.50	5.00-6.00	4.30-5.00	2.75-4.20
Côte d'Ivoire	Kent	4.50-5.00	4.00-5.00	4.60-6.00	5.20-6.00	4.55-5.50	3.10-4.85
Mali	Kent	-	4.00-5.00	5.00-6.00	5.00-6.00	4.65-5.65	2.85-4.25



## Sea freight

May 2010

With reefer operators sending their vessels into lay-up one voyage earlier than they did last year the supply/demand equation remained in equilibrium after the mini-peak in March/April. Historically the Time Charter Equivalent (TCE) average has lost up to 70% of its value as the market nosedives from a time of capacity famine to one of feast. For various reasons this year that degree of volatility has not been apparent; although charterers have always had the upper hand in rate negotiations operators have steadfastly refused to trade below cost.

The decision to lay-up this year was facilitated by bunker costs that were almost 50% higher at the start of the month than they had been in May 2009. With an estimated cost of 10-15c/cbft to lay-up compared to an expense of 55-60c/cbft to keep a vessel operational the decision is a no-brainer if the H2 TCE yields for the past decade are taken into consideration. Only in 2006 did the average return climb above 60c/cbft between July and December, and that was largely due to a collision of unforeseeable circumstances towards the tail end of that year.

While the trading environment has been difficult in the first quarter of this year there is not enough historical evidence to support a theory that demand will improve sufficiently over the course of the next three quarters to justify the commercial risk of not laying up. That is

not to say that it will not happen: if it does, those operators obliged to continue trading vessels will be more than thankful!

In May demand for capacity was heavily influenced by events in South Africa – not only was Spot tonnage taken from the market but Seatrade in particular was able to schedule more units into its European service, which it shares with NYKCool. With fewer vessels ballasting across the Atlantic, operators were able to maintain and even increase box and TC rates on banana cargoes.

This stability was brought to a dramatic end with two volcanic eruptions in Guatemala and Ecuador and the first tropical storm of what is forecast to be an 'extreme' hurricane season. Del Monte's banana plantations in Guatemala were especially badly hit by Tropical Storm Agatha with the company losing perhaps 200-250K boxes per week for the short and possibly medium term. Del Monte will likely have to supplement volume from the Ecuadorian market.

This, in turn, will drive up the exit price of bananas and restrict availability of fruit for the Mediterranean traders. The knock-on impact will be lower chartering activity and therefore a weak charter market for as long as Del Monte, or any of the majors with retail programmes, is short of its own fruit.

■ Papaya exports: Mexico is the world leader. Mexico exported 136 000 tonnes of papaya at a value of USD78 million in 2009. Most (92%) was shipped to the United States. It confirmed its leading position in the first four months of 2010 with a 12% increase in shipments, that is to say 4 732 tonnes more than during the same period in 2009.



Source: Reefer Trends, CIRAD

Papaya — USA — Import		
tonnes	Jan. to April 2009	Jan. to April 2010
<b>Total, incl.</b>	<b>50 670</b>	<b>58 560</b>
Mexico	39 938	44 670
Belize	8 204	10 026
Brazil	1 030	1 118
Guatemala	732	1 635
Dom. Rep.	472	754
Jamaica	277	255
Panama	10	85
India	0	16
Thailand	8	0

Source: USA customs

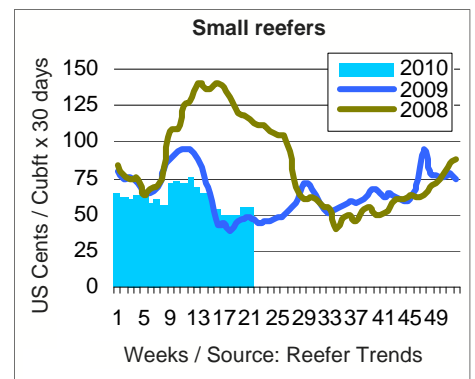
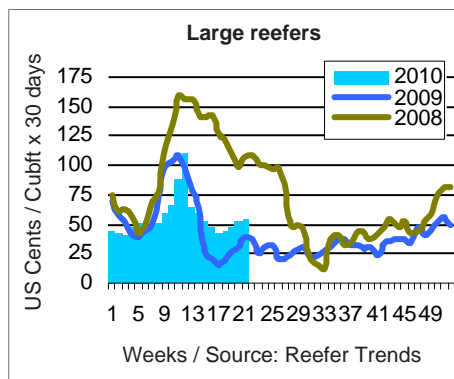
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# reefer trends

The independent news and information service for the reefer and reefer logistics businesses

### MONTHLY SPOT AVERAGE

US\$/cubic foot x 30 days	Large reefers	Small reefers
May 2010	50	55
May 2009	29	49
May 2008	101	117



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# Sea freight

## Reefers ride to the rescue

**Had it not been for two extra-ordinary events in February and May respectively the performance of the charter market in the first half of 2010 would have been even worse than for the same desperately disappointing period in 2009. However, that specialised reefers were able to twice come to the rescue of exporters who had been intending to ship out their fruit on container services is another example of the flexibility of the sector – and an option charterers will miss once the mode is eventually phased out.**

Although there were negative consequences to both fruit production and inland transportation, the principal logistical impact of the Chilean earthquake on 27 February was felt by the country's container ports. Landside cranes at the ports of Lirquen and San Antonio were rendered inactive either by safety concerns or because of a lack of power. In contrast the ports of Valparaiso and Coquimbo, from where the specialised reefer vessels traditionally load, remained largely unaffected. This was partly because they were further away from the quake's epicentre and partly because the infrastructure required to load specialised reefers is less cumbersome.

Not only were Chilean charterers able to replace all the reefer box capacity lost directly and indirectly to the quake from the Spot market, but the self-geared reefer vessels were also able to utilise the berths in San Antonio that could not accommodate the container vessels.

In May South African citrus exporters faced similar logistical problems although with a different cause. A strike over

pay called by transport Unions Satawu and Utatu paralysed the state-owned and managed bulk and container terminals, halting all containerised fruit exports for up to 17 days - right at the start of the South African citrus and avocado seasons!

While container operations were heavily impacted by the strike the privately-managed Capespan Fresh Produce Terminals (specialised reefer)

Prior to the strike, one vessel per week on the Seatrade/NYKool vessel sharing arrangement (VSA) had been planned to load cargo for the UK and northwest continent during the month of May. However the reefer operators were able to respond immediately to the increased demand for shipping space, demonstrating their flexibility by diverting an additional seven vessels to South Africa over the four-week period to

enable shippers to ship at least 22,000 pallets of citrus to the markets of Europe alone. More fruit also went to Russia. This emergency 'Dunkirk-like' lift enabled exporters to market 1.5m cartons of citrus which would otherwise have been left stranded in cold stores in South Africa at considerable storage costs and severe loss of earnings.

Meanwhile the timing of the imposition of an average US\$150 per FFE strike-related force majeure congestion surcharge by all the container lines did little to endear them to exporters. However industry representative body Fruit South Africa clearly attributed the blame for the strike on 'monopolistic parastatal' Transnet and called for exporters to forward the surcharge to the company for compensation. Chairman Anton Rabe also took the opportunity to ask the Government to 're-think the state monopoly on transport systems'.

Unless or until South Africa's ports are privatised there will always be an added element



© Pierre Genbaud

operations in Durban and Cape Town worked normally – although to avoid congestion some citrus that would ordinarily have loaded in Durban was diverted to the strike-free port of Maputo in Mozambique. The avocado industry was less fortunate: unable to delay the harvest or hold fruit in coldstorage, exporters resorted to air-freighting product to markets at a cost of almost five times that of sea-freight.

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of risk in the logistics chain for third party containerised cargo – another variable outside influence or control for shippers. And with the pace at which specialised reefer capacity is shrinking it will not be for much longer that the sector can answer any emergency call.

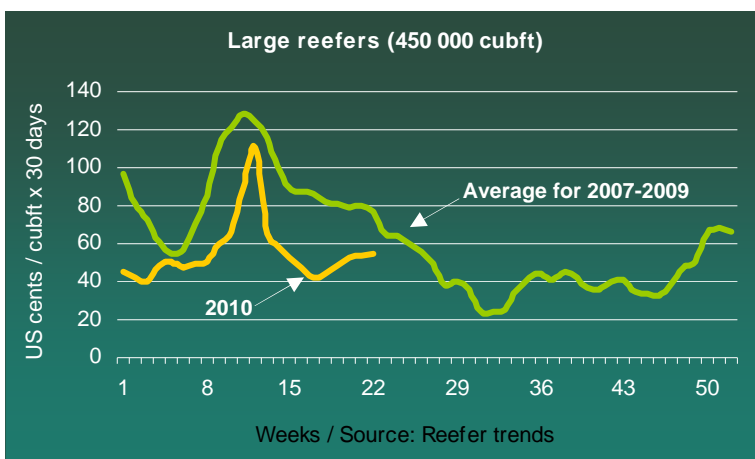
## Analysis

So what went wrong this year? At first sight the fundamentals appeared to be marginally better aligned than over the same period in 2009, especially for bananas: on the plus side Central American banana production had recovered while Ecuadorian banana exports were also greater. On the downside there was a steep fall in US poultry exports in reefer vessels while the South Atlantic squid season ended before it had started. With ever more being containerised either in the Falkland Islands or Montevideo the chances of the squid business bailing out a weak reefer peak recede year-by-year.

The Chilean season was late but it has long since stopped being the driver of Spot demand between the end of January and early April. Finally, bunker prices have been averaging 60%-75% higher than in 2009, which has affected the yield on box rate fixtures.

The biggest change to the trading dynamic however has been the introduction of the Maersk Ecubex service from Guayaquil to northern Europe and the Baltic. Less than a year after its launch the service is loading 800 reefer boxes per week from Ecuador into northern Europe and St Petersburg – equivalent roughly to five handysize reefer vessels per week!

Other than the cost advantages the service offered charterers a strategic alternative to the specialised reefer: exporters can not only ship in smaller denominations but they can also divert volumes away from reefer demand if the charter market shows signs of heating too quickly.



## Vessel sinking calls nitrate cargo into question

The most distressing incident of the year saw the loss of the Holy House-owned and operated 445'cbft blt'82 Kea, which sank in a violent storm in the Bay of Biscay. The vessel started listing when its cargo of ammonium nitrate shifted during a Beaufort Wind Force Scale 11 swell. All crew members bar two were rescued.

Ammonium nitrate is a notoriously difficult cargo to ship – a Seatrade vessel was lost in similar circumstances in the 1990s. The difficulty lies in the heavy-liquid-like behaviour of the crystalline state of the compound in rough transits, which exacerbates the list of a vessel. Insurers insist on highly specific conditions for securing the cargo during transportation.

However the high nitrogen fertilizer also makes an ideal, if somewhat unstable, backhaul cargo from the Baltic to the counter-seasonal fruit producing regions in the southern hemisphere. Whether the tragedy precipitates a modal shift into containers remains to be seen.

In the midst of what was otherwise a miserable start to the year for operators there was some good news: the most significant aspect of which was that the containership market finally bottomed out. As a result boxship owners and operators have become more reluctant to agree to short-term (voyage, three or six month) charters. In other words the extraordinarily low-cost deals that charterers CSAV, Dole and Del Monte were able to do last year (and only because they had access to reefer equipment) to manage seasonal peaks or supplement banana supply are now effectively off the table.

However the fundamental overcapacity problem remains: unless the reefer fleet is culled significantly there will be little-to-no material change to the status quo. It is simply not practical to maintain a fleet on the off-chance of a demand spike caused by an earthquake!

How many units need to disappear before a degree of equilibrium is restored? Too few and the business will continue to bleed: too many and the change in fortunes of those with tonnage will likely be spectacular if a) demand rises and b) investment reefer equipment stalls. There is no sign yet of the widely anticipated capacity crunch.



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## Forecast

To the end of May the Time Charter Equivalent average for 2010 was roughly similar to the figure for the first five months of 2009 but trending well above of last year's figure at the start of the 'off-season'. The removal of an estimated 50 vessels (18.5m cbft of capacity) from the market – 25 of which have either been, or are scheduled to be demolished with a further estimated 25 in lay-up – should certainly be enough, at worst, to maintain the current rate structure throughout the off-season, barring any further unforeseen incidents. However any significant up-tick in demand under these circumstances may cause the market to re-balance at a much higher level.

While this may sound either alarmist and/or overly optimistic, the possibility of such a market reaction cannot be ruled out: on the supply side once a vessel is committed to full lay-up in May it will not re-emerge for an absolute minimum of six months. Consequently operators of these units will not be able to take advantage of any short-term or indeed prolonged surge in demand. If the market rises there is a good chance the momentum will hold for some time.

The most likely source of demand unpredictability is the potential resumption in the poultry trade between the US and Russia. Trade was suspended by the Russian veterinary service at the start of the year in a dispute over sanitary



standards in the preparation of poultry for exports. Despite appearing to reach an agreement at various times the trade was still suspended at the end of May.

Russia operates a quota system for its poultry imports of which at just over 600K MT, the US has the largest share. As soon as a deal is finally concluded there is likely to be a spike in demand for reefer and freezer capacity; if supply has been cut this will lead to a parallel spike in reefer rates.

However in truth the prospects for the 'off-season' are fairly bleak: although globally-traded banana volumes are expected to rise on the transatlantic routes, demand in the eastern Mediterranean and Black Sea is constrained by the lingering impact of the global economic crisis and the shortage of credit.

For the southern hemisphere citrus season a combination of hot weather in the Spring of 2009 and a 7-month drought has done irrevocable damage to a large swathe of Argentinean lemon production, covering 38,900 hectares. Estimates suggest that between 20-30% of the lemon crop in Tucumán, the world's largest single lemon producing region, has been lost for both 2010 and 2011.

After a bumper year in 2009 preliminary forecasts suggest a reduction in the exports of Chilean citrus with the production of oranges and lemons hit by a frost that affected blossom. The production of Chilean clementines meanwhile is likely to be lower as a result of a natural 'off-year'.

Shipments of South African citrus are tipped to be the second largest ever after a 7% fall in volumes last year from the record 94m cartons exported in 2008. According to Citrus South Africa estimates, exportable volumes this season will total 91.9m cartons – up from last year's 87.6m cartons but lower than the 94.4m cartons shipped in 2008.

Although banana volumes have recovered somewhat in the first half of 2010, the July to December trade may be hit by any number of factors including an Atlantic hurricane season that is forecast to be 'extreme' and the fallout caused by volcanic eruptions in Central and South America. Under such conditions the decision to err on the side of caution and lay-up instead of continuing to trade has to be the wisest choice ■

**Richard Bright**, Consultant  
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### Reefer owners downbeat

Given the weakness of the Spot market it was no surprise to see both Star Reefers and Green Reefers post disappointing sets of results for 2009 and give downbeat forecasts for their prospects in 2010. Star's problems started and ended with the bankruptcy of vertically-integrated Russian distributor Sunway, to which it had five vessels on charter. The situation for Green is more complicated. Both owners find themselves more exposed this year after charterers opted to redeliver top-end tonnage and gamble on the Spot market.

Star has publicly stated it will send between 5-7 of its units - approximately 13% of its total capacity - into lay-up. Green's focus is very much on reducing its overall cost picture and claims it is moving 'rapidly forward' in this respect. Declining to give details it says that it has been very active in making several internal changes which already have started to show a positive result. Also on the plus side most of the costly dry docking for the fleet is now past, which should make 'an important contribution to a healthy cost reduction for the future'.



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# Avocado from Peru

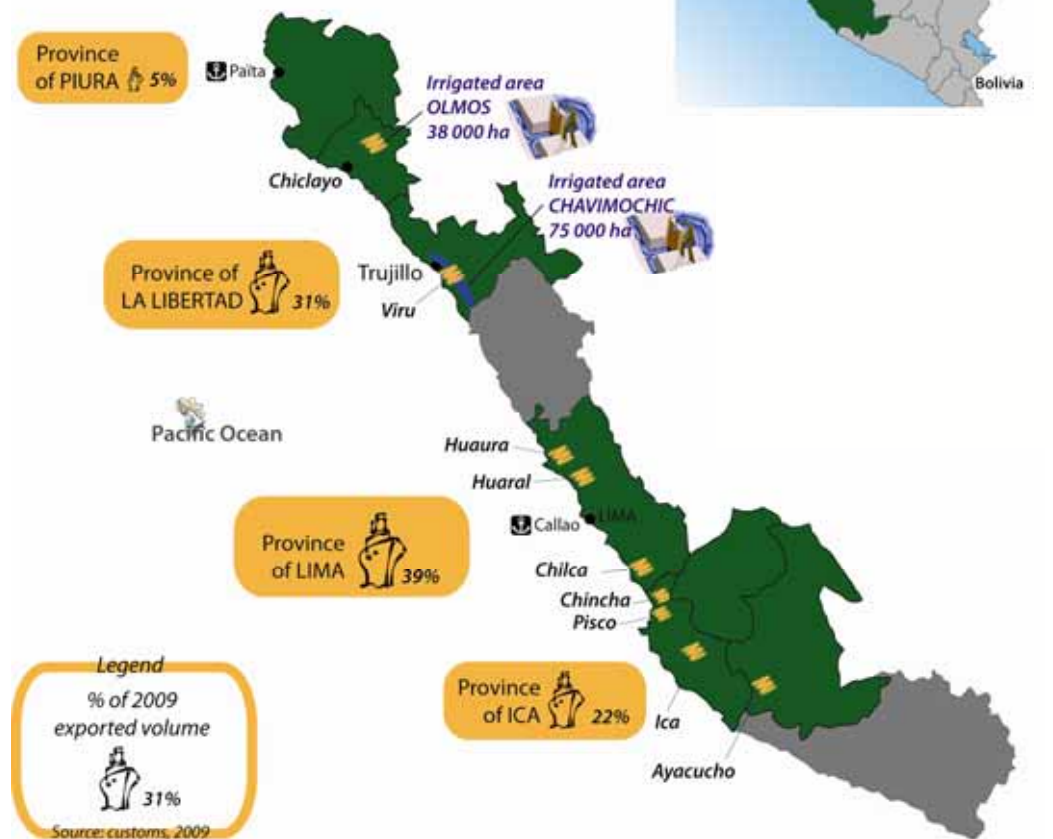
## Assets and ambitions

In less than a decade, Peru has become the world's third largest avocado exporter and the leading counter-season supplier of the European market. And the average of 50 000 to 55 000 t exported in recent years is only a beginning: the orchards that are not yet fruiting and planting in progress will make it possible to double the export potential in the medium term. FruiTrop reviews this unusual supplier country that possesses substantial assets and where much hard work is being done to increase market shares in both Europe and the United States.

### Making the desert bloom

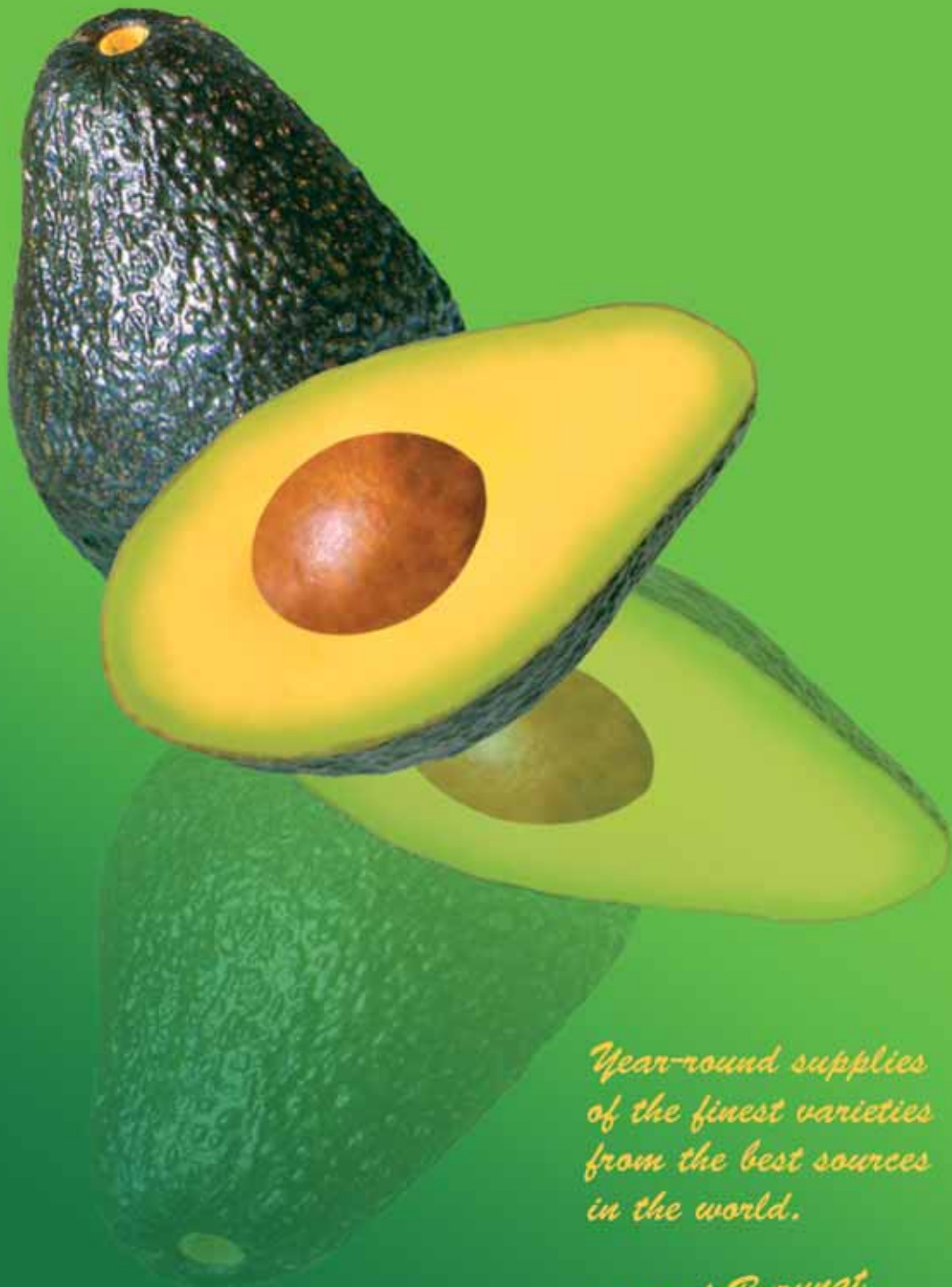
Impressive. This is the first word that comes to mind when seeking a description of the Peruvian avocado industry. Impressive first of all as regards the production conditions that at first sight seem unpromising for an exotic fruit. Although it is in the tropics, the corridor some 2 500 km long running between the cold Humboldt current and the Andes has a desert climate and this is where practically all the fruits are grown. However, although there is practically no rain, relative humidity and temperature are ideal, with no risk of frosts or heat waves.

In addition, irrigation is possible as good quality water is available thanks to the rivers—often underground—that flow from the Andes. Avocado is thus grown under practically hydroponic conditions in large irrigated perimeters such as Chevimo chic in Libertad province in northern Peru and in the valleys to the north and south of Lima.



# AVOCADO AT ITS BEST

# AVOCADO AT ITS BEST



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from the best sources  
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*Gabriel Burunat*

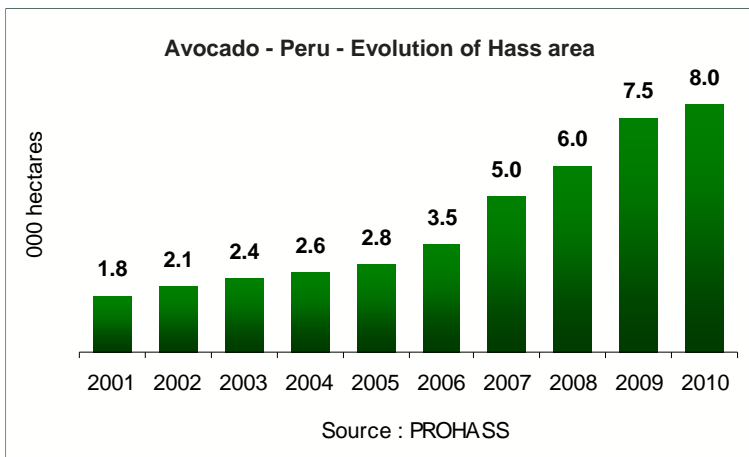


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## The ProHass growers association

With 72 members, the ProHass association groups most of the large 'Hass' avocado producers in Peru and represents some 80 to 85% of the volumes exported. The objectives set by the board of directors chaired by Enrique Camet consist of providing technical support for the sector both at the production stage and in sales (technology transfer, economies of scale, research) and strengthening the international presence of Peruvian 'Hass' avocados (promotion and access to new markets). Led by its CEO Arturo Medina, the association has gained access to the US market in 2010 after Argentina, Chile and Canada. The promotion operations conducted since 2009 are funded by the association itself from a levy of USD0.03 per kg produced and USD50 per planted hectare not yet in production.



Avocado — Peru — Main producers			
Firm	Planted area	Town	Province
Camposol	2 500 ha	Viru	La libertad
Grupo Rocío	600 ha	Viru	La Libertad
Cerro prieto	540 ha	Zaña, Jequettepeque	Lambayeque
Agrícola Las Lomas de Chilca	500 ha	Chilca, Ayacucho, etc.	Lima, Ayacucho, etc.
Agrícola Hoja Redonda	300 ha	Chincha	Ica
Agrícola Casa Blanca	230 ha	Chincha	Ica

Source: ProHass

## Low production costs and high yields

The competitiveness of these fruits is also impressive. First, plant nutrition is strictly controlled in this farming system and yields are extremely high, averaging 18 to 20 tonnes per ha in the orchards belonging to the large Peruvian operators who handle the greater proportion of the planted area. In comparison, productivity in Mexico, the world's leading production source, is some 10 t per ha. Second, the favourable climatic features also give excellent yields at packing, generally in excess of 90%. Finally, production costs are usually low. Although fertiliser and pesticides are generally imported and costly, water is cheap and of good quality and labour is extremely cheap. The average farm salary is less than USD300 per month and this considerably reduces the cost of establishing plantations (seedlings cost no more than USD5.00) and also those of operation and packing. Together with the high yields, this aspect means that the source has very substantial advantages.

## Rocketing production since the end of the 1990s

It is not surprising that production of avocados for export has also displayed impressive dynamics. Although avocado has been grown in Peru for a long time, the development of the 'Hass' variety is very recent. Previously, only local cultivars such as 'Topa Topa' or Creole varieties were grown in hot areas in the foothills of the Andes and in the Amazonian region in the eastern part of the country. Started practically from scratch in the mid-1990s and after tremendous expansion in recent years, Peruvian plantations of 'Hass' total 7 500 ha in 2010. Production is between 60 000 and 65 000 t.

It is true that most sector stakeholders are groups with sufficient resources for large-scale operations. Camposol, an agroindustry company with Norwegian and Peruvian capital, is the sector leader and has planted more than 2 500 ha since the beginning of the 2000s. Other large local groups whose core activities are banking or construction have also planted massively: Agrícola Hoja Redonda with 340 ha, Agrícola Las Lomas de Chilca with 500 ha, etc. Avocado, known locally as 'palta' as everywhere in the Southern Cone, alongside other export crops such as asparagus and coffee, has become one of the driving forces of the economy. This sector comes after the powerful mining industry—Peru is one of the main producers of gold, copper and silver—after fishing. More





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Avocado orchards in the Viru region in Peru



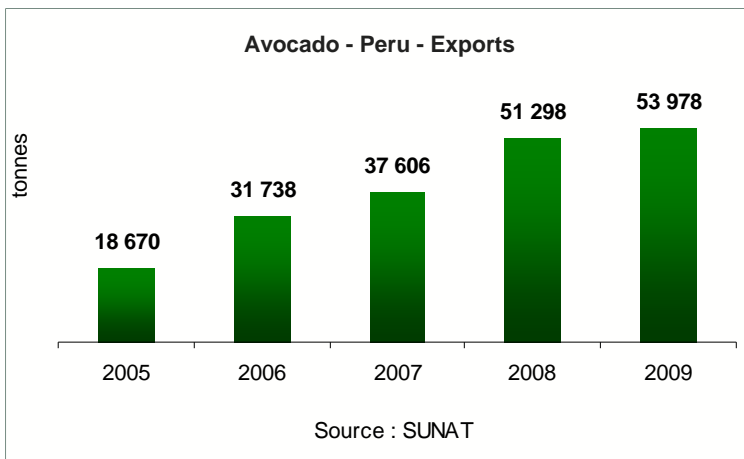
generally, export farming is playing a growing economic role in some formerly underprivileged regions of the country where precariousness and unemployment were the rule. In addition to providing jobs, some of the companies in the sector have also contributed to improving health care and education via their social programmes.

### One of the pillars of Peruvian agricultural exports

Of course, this development has not gone unnoticed on the international scene. In less than a decade, Peru has become the third largest avocado exporter in the world, with shipments increasing from 2 000 t at the beginning of the century to some 50 000 to 55 000 t in 2008 and 2009. In the latter year, Peru also became the largest supplier of counter-season avocado to the European market, sliding ahead of South Africa, the historic leader.

### Which are tomorrow's markets? A giant challenge is approaching

So is everything wonderful? The answer is no. First, demand on the European market, the outlet for practically the entire Peruvian avocado crop, is beginning to show signs of inadequacy. Although average season prices are still satisfactory, some periods such as June have become very risky. In 2009, simultaneous Peruvian and South African production peaks sent prices down to some EUR3.50 to 4.50 per box. Furthermore, production growth is far from over. A large proportion of areas planted in recent years is not yet in production. Thus the giant producer Camposol should triple its exportable volume by 2015. Likewise, even though some companies seem to be more cautious with regard to avocado and are diversify-



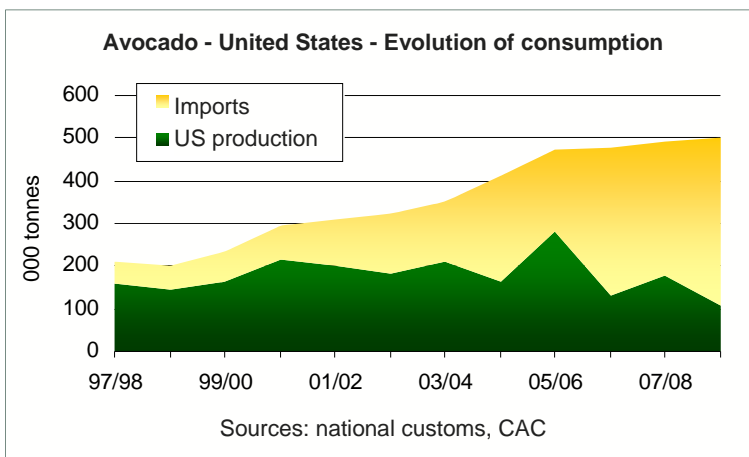
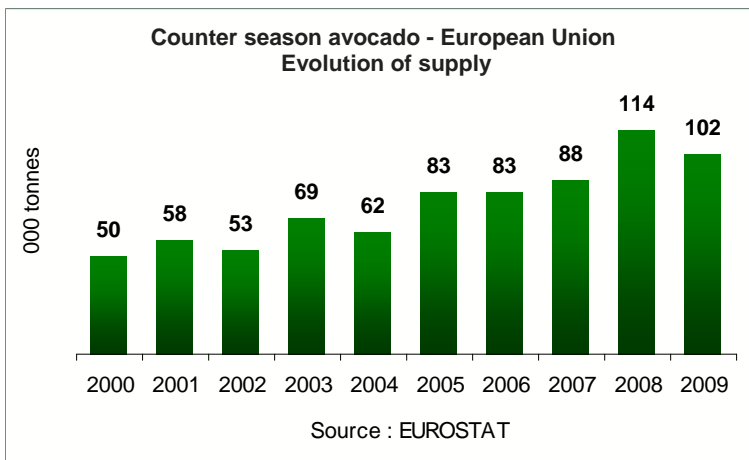
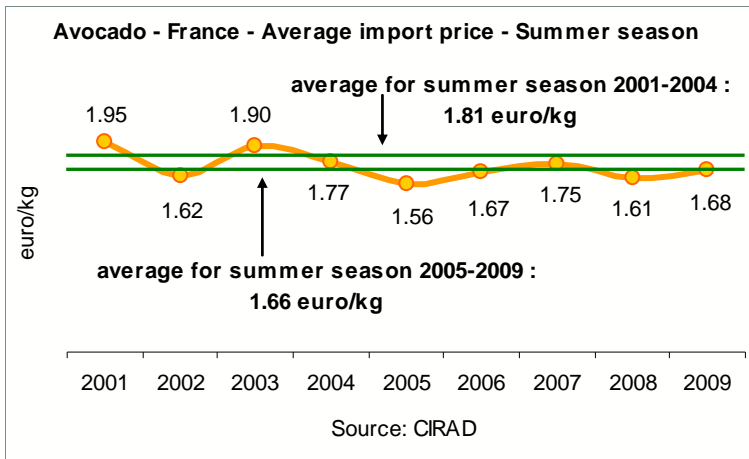
Avocado — Peru — Exports					
Tonnes	2005	2006	2007	2008	2009
<b>EU, incl.</b>	<b>18 380</b>	<b>30 521</b>	<b>36 129</b>	<b>49 832</b>	<b>51 722</b>
Netherlands	5 601	8 011	14 430	23 106	26 980
Spain	6 111	12 291	12 362	17 669	15 221
UK	3 378	4 757	5 899	4 953	4 572
France	2 934	4 962	3 058	3 957	4 643
<b>North America</b>	<b>224</b>	<b>1 035</b>	<b>807</b>	<b>1 013</b>	<b>1 607</b>
Chile	-	102	400	453	507
Others	67	80	271	-	448
<b>Total</b>	<b>18 670</b>	<b>31 738</b>	<b>37 606</b>	<b>51 298</b>	<b>53 978</b>

Source: SUNAT



Avocado flowers

Photos © Eric Imbert



ing—especially into easy peelers—the area under avocado is still increasing. Several agro-industry companies have expressed a wish to invest in the Olmos 48 000-ha irrigated perimeter east of Chiclayo in the north of the country. Others have already begun development in the Ayacucho region where highland plantations at between 800 and 2 200 m mean that the production calendar is earlier than in the rest of the country (packing starting in mid-January). Peruvian 'Hass' export potential should therefore exceed 100 000 t in the short term. This is the present size of the European counter-season market for all suppliers. Peruvian exporters must therefore develop their market very rapidly. ProHass, the Peruvian avocado producers' association, has made this a priority. It is focusing efforts on the only two large markets for avocado in the world—Western Europe and the United States—that alone account for nearly 85% of international trade.

### The United States, a high-potential priority

Today, Peruvian avocados are not sold in the USA, which is much more than just a diversification market. First, imports display a growth trend that is unique in the world, increasing from less than 100 000 t at the beginning of the 2000s to more than 370 000 t in 2008-09. Prices are also very profitable. Finally, the nearby US market is more natural for Peruvian exporters than the distant European Union as logistic costs are lower and shorter delivery times improve market visibility and reduce trade risks.

In January 2010, after years of effort, ProHass succeeded in securing the opening of the US frontier hitherto closed to Peruvian avocado because of the presence of several types of fruit fly. However, the sanitary protocol requiring disinsectisation is still very limiting. Methyl bromide treatment, one of the two technical solutions proposed by APHIS, cannot be used as the effect on fruit quality is too great (skin burns and shorter shelf life). So cold treatment is the only alternative. But tropical fruits have poor resistance to the low temperatures required by these procedures. Exporters are currently working with physiologists on the pre-conditioning of fruits at 5 to 6°C for several days so that they can withstand two weeks of quarantines at 1°C without damage. Small-scale trials are in progress as exporters are strongly aware of the importance of not harming their image during this start-up phase. However, the quantities exported should be minimal this year, especially as not all exporters possess treatment facilities





## 'Avocados: Nature's Alternative'

This is the slogan used in the promotion campaign launched in Europe in mid-June for Peruvian 'Hass' avocados. The positive health aspects of the fruit are highlighted, and especially the high vitamin and mineral contents. ProHass is funding these operations entirely and has chosen to continue the efforts on promotion started in the United Kingdom in 2009 and focus on a new target, France. In practice, the campaign is based on tastings and promotion operations in retail outlets (recipes and health features) and sports clubs in the UK. The British public will also have a chance of winning a trip to Peru, thanks to entry forms distributed with the fruits. Awareness is to be enhanced among professionals as well, especially at Rungis wholesale market in France. A web site in French and English is now on line: [www.deliciousavocados.com](http://www.deliciousavocados.com)

These operations are handled by the Bokooplus agency in France and by RED Communications in the United Kingdom.

or are not yet ready to take the financial risk of these trials.

## Other much less stringent solutions are being examined

ProHass is also working along other lines that would make it possible to avoid the considerable constraint of disinsection. A study has been commissioned in relation with the Peruvian sanitary control service (SENASA) and APHIS in the United States to show that Peruvian 'Hass' is not a host for fruit fly. If this is found to be so and recognised as such by APHIS, the gates to the US market will open wide. This could be the case from the next season onwards.

## The eradication programme in danger

Eradication of fruit fly is another approach and far from impossible. One of the SENASA officials in charge of the dossier stated recently that in 15 years Peru could be free of fruit fly from Tacna in the far south to Tumbes right in the north. First, the coastal strip consists mainly of desert zones and fruit and vegetables for export are grown there. This means that the zones to be treated are separate from each other and also smaller than might appear. Second, the SIT (sterile insect technique) using the release of sterile males has already proved its effectiveness. Eradication has been successful in northern Chile (Arica) and in southern Peru (Tacna and Moquegua). Although such programmes have a high cost, this is outweighed by the returns on the investment generated by the opening up of new markets. Furthermore, the stakes are not only economic but also social (jobs created in severely underprivileged areas) and environmental (reduction of pesticide spraying). It thus appears that continuing the fruit fly eradication programme in the other parts of the country is a clear priority. However, the global economic downturn has led the Peruvian government to apply serious cuts to the SENASA budget, calling the programme into question. One can rightly question the coherence of government policy as on the one hand thousands of millions of dollars are invested in creating irrigated perimeters (this is the scale of the cost of infrastructure developed at Chevimochic and Olmos) to develop export agriculture that is to be an economic and social driving force and on the other operators have just been cut off from their market.

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vitamine E 0,38 mg (20%), B6 0,10 mg (20%), B5 0,10 mg (20%)  
Source : The Composition of Foods, 6th edn. édité par le NCI de Washington

Photos © Eric Imbert



## Another major approach: increasing consumption in the EU

Developing consumption on the EU market is the other priority for Peruvian professionals. There is considerable room for improvement as annual average consumption in the western European countries with large GNPs is about 500 g—a third of that of the United States. Strongly populated countries like Germany and Italy are still avocado consumption deserts with consumption at less than 200 g per person per year.

ProHass has thus decided to devote a budget of some USD300 000 in 2010 to continue its promotion of avocado on the British market and, for the first time, to extend promotion to France. Operations consist of both a media campaign and point of sale demonstrations and will run from mid-June to the end of August (see box). The targeting seems excellent. Consumption in the United Kingdom is still moderate at about 600 g per person per year with the best growth dynamics of the EU. There is as much scope for growth in France, one of the main EU consumer countries along with Scandinavia. Avocado is well known there but little promoted, especially in the summer (see graph). In addition, the replacement of green varieties that are still very present by 'Hass' also forms substantial development potential.

## And when will there be grouped promotion operations?

Unity is strength, especially in marketing. Production is increasing and Peruvian exporters need powerful development programmes. They are not the only ones. Production is also climbing steeply in Chile. In the Mediterranean region, planting has been massive in Israel in recent years and Morocco is beginning to



Avocado — European Union — Counter season market supply

Tonnes	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
South Africa	38 205	38 908	36 266	36 404	29 872	46 955	35 934	37 944	50 451	38 345
Peru	1 299	2 849	4 401	11 266	14 590	18 096	30 508	35 857	49 829	45 777
Kenya	10 294	15 600	11 523	19 828	16 236	15 458	13 641	11 999	11 841	15 015
Argentina	58	326	440	460	709	1 224	1 804	1 709	863	1 984
Swaziland	104	112	235	411	252	352	395	178	530	313
Zimbabwe	137	285	207	739	404	599	260	323	128	115
<b>Total</b>	<b>50 098</b>	<b>58 080</b>	<b>53 073</b>	<b>69 108</b>	<b>62 063</b>	<b>82 684</b>	<b>82 542</b>	<b>88 010</b>	<b>113 642</b>	<b>101 549</b>

Source: EUROSTAT



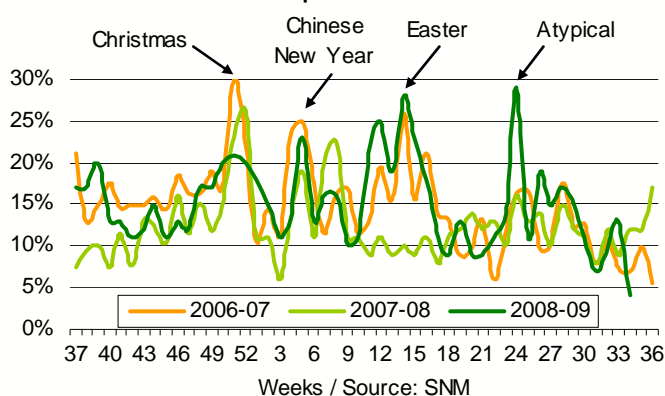
emerge. Finally, new challenges are appearing, such as Colombia. Even if the United States is opening the border, exporters in Peru and other sources will need increased sales in Europe, the only market capable of taking large volumes.

The system set up in the United States by Californian producers and Mexican, Chilean and Dominican exporters is exemplary. The substantial budget raised by a special tax levied on each box of fruit sold in the country made it possible to develop a joint tool for managing volumes and to run powerful, regular advertising that is both generic and specific to

## The French market

Avocado is the subject of impulse buying. Promotion operations thus play a key role in sales dynamics. Large distributors concentrate on avocado during three main periods: Christmas (as for all exotic fruits), Easter and November (with the switch to the 'winter range' and various supermarket theme periods and anniversaries). Sales operations with batches at an attractive price (3 fruits for EUR 1.50 for example) result in the shifting of large quantities. The French market responds well to these marketing operations and sizeable quantities are sold in years of large production. The range available in supermarkets generally consists of loose avocados (mainly sizes 16 or 18 depending on the region) and a fairly recently introduced low-price pack (a net of three or four size 20, 22 or 24 fruits). An increasing number of retailers supply ripe avocados, generally available in pairs in rigid transparent plastic packaging.

Avocado - Evolution of the promotion rates on the French



Photos © Eric Imbert

## The British market

The British market displays a clear preference for 'Hass', with this variety forming about threequarters of the volumes sold. The percentage is even higher at 85% in supermarkets, which sell by far the largest proportion of fresh fruits ('Hass' is the only variety accepted by some chains). The smooth varieties go mainly to wholesalers and the catering industry, but these nonetheless also favour 'Hass'.

Supplies are markedly segmented in supermarkets. There can be two references for loose fruits: large (especially sizes 14 and 16) and medium, forming the heart of the range (mainly sizes 18 to 22). Packages of 'baby' avocados (mainly sizes 22 to 26) are always on display as a traffic builder. The great majority of the avocados sold in supermarkets are 'ready to eat' or have at least spent time in a ripening facility (for eating within 3 or 4 days). There are also 'twin packs' consisting of one fruit ready to eat and the second for eating fairly soon.

The consumption calendar differs from those of the other EU countries. More fruits are sold in spring and summer than during the rest of the year (the result of the South African promotion operation). Another original feature of the market is that a large proportion of the purchases by supermarket chains are the subject of contracts with suppliers that can cover as much as the entire season.

each source—a proportion of the budget is allocated to each supplier country so that it can focus on its own themes. The results speak for themselves as consumption has been multiplied by two and half in ten years. Peruvian exporters will have to find solutions for the sale of a strongly increasing export potential in the coming years and must play a leading role in the setting up of such a structure, working with South Africa, to achieve larger sales on the European counter-season market. The existence of a professional organisation in each of these countries (ProHass and SAGAA) and experience in promotion operations are assets. A first step before setting up a European Avocado Board grouping all the stakeholders working in this market! ■

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The market for southern hemisphere citrus has grown almost exponentially since the beginning of the 2000s, gaining more than a million tonnes. However, the growth rate of international trade seems to have slowed in recent seasons while the area under citrus has continued to increase in a fair number of producer countries. FRUITROP examines the dynamics of the main markets around the world to highlight the scope for development that still remains in a context of increased production and logistic costs.

# Summer citrus

A report by  
Eric Imbert

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Photos © Régis Domergue





# THE FLAVOUR OF MEXICO...

OF THE UNIQUE  
LAND  
OF MICHOACAN



Variety	Jan.	Feb.	March	April	My	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Rio Red .....												
Star Ruby .....												
Ruby Red .....												

Rio Red .....

Star Ruby .....

Ruby Red .....

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## Summer citrus market

In search of value-added



20% of all citrus trade, but large volumes change hands

Climatic necessity means that international trade in citrus fruits is based on southern hemisphere production during the period running roughly from May-June to September-October. This 'summer' or 'counter-season' market in the major northern hemisphere countries forms only 20% of world trade in citrus evaluated at 12.3 million tonnes in 2008-09. However, the volume involved—averaging 2.4 million tonnes each year—is far from marginal. To see it in perspective, it exceeds world trade in stone fruits or all exotic fruits, including pineapple.

More limiting geography and soil and climate conditions

The size difference between the 'summer' and 'winter' markets is explained first of all by very seasonal international demand, as is illustrated perfectly by the functioning of the southern European markets illustrated below. However, other supply-related factors are involved. The southern hemisphere has less land area and accounts for a little less than 30% of world production. Furthermore, a large proportion of the area under citrus is north of the Tropic of Capricorn where climatic conditions and the resulting pressure from phytosanitary problems mean that the sanitary and organoleptic (especially colour) standards required by an increasingly demanding international market are not usually attained. In the southern hemisphere, the degree of latitude is a gauge of competitiveness in terms of quality and a key for not suffering from sanitary restrictions limiting access to the world's major markets! The major producer countries in the tropics therefore devote their crops more to processing or the domestic market. The 20 million tonnes harvested annually in Brazil, the regional champion and the second-largest producer in the world, supplies concentrated orange juice factories. The 2.5 million tonnes grown in Indonesia is sold on the domestic market.

Citrus — The 10 leading producers in the World and the main ones in the southern hemisphere

Position in world classification	Production (million tonnes)
1	<b>China</b> 21.5
2	<b>Brazil</b> 20.9
3	<b>United States</b> 10.9
4	<b>Mexico</b> 7.3
5	<b>India</b> 7.0
6	<b>Spain</b> 5.6
7	<b>Iran</b> 3.8
8	<b>Italy</b> 3.6
9	<b>Nigeria</b> 3.4
10	<b>Egypt</b> 3.2
12	<b>Argentina</b> 2.7
13	<b>Indonesia</b> 2.5
15	<b>South Africa</b> 2.2
20	<b>Peru</b> 0.8
24	<b>Australia</b> 0.6
32	<b>Chile</b> 0.3
34	<b>Paraguay</b> 0.3
35	<b>Uruguay</b> 0.3

Citrus — The 10 leading exporters in the World and the main ones in the southern hemisphere

Position in world classification	Exportations (000 tonnes)
1	<b>Spain</b> 3 200
2	<b>South Africa</b> 1 385
3	<b>China</b> 1 000
4	<b>United States</b> 1 000
5	<b>Turkey</b> 900
6	<b>Egypt</b> 825
7	<b>Argentina</b> 660
8	<b>Morocco</b> 530
9	<b>Mexico</b> 520
10	<b>Pakistan</b> 270
14	<b>Australia</b> 140
15	<b>Uruguay</b> 135
16	<b>Brazil</b> 110
17	<b>Chile</b> 100
24	<b>Peru</b> 55

Sources: FAO, professionals, average for 2008-09

Sources: FAO, professionals, average for 2008-09

Two major supplier countries...

The countries involved in the market can thus be counted on the fingers of a single hand. South Africa, with a market share of some 55%, has an ultra dominant position. It has achieved this by using the competitiveness of a range that is complete, of high quality and very diversified in oranges and easy peelers and a very large client portfolio. Producers use good organisation and technical skill to make the most of the comparative advantages of South Africa's climatic diversity. The climate is subtropical in the north and Mediterranean in the south, where pest and disease pressure is much smaller than in most competing countries. Argentina is second in the list, controlling about 25% of the world market. The soil and climate advantages of the Tucuman region in the north-west and growers' know-how have enabled the country to become the world's leading lemon producer to supply a growing world market for concentrated juice. Outlets were diversified in the 1990s and Argentina gained the position of leading supplier of the world trade in counter-season fresh lemons. This now forms 55 to 60% of citrus exports; the other major citrus fruits in the range (oranges and easy peelers) are grown in the north-east where the climate is hot and humid and the fruits are not as competitive as lemon.

...and a small number of secondary sources

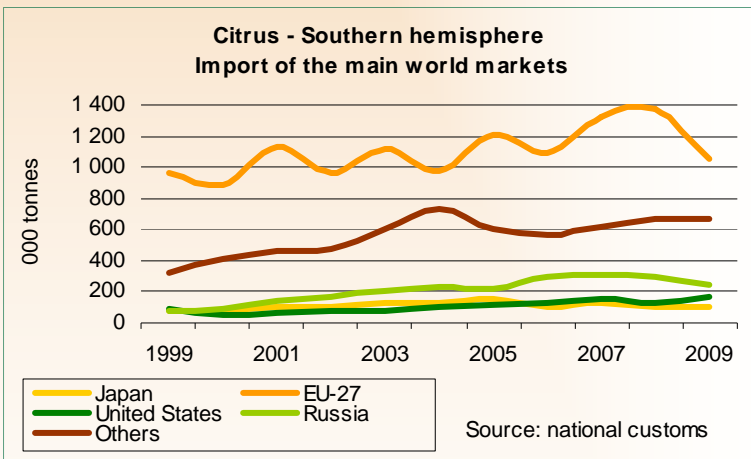
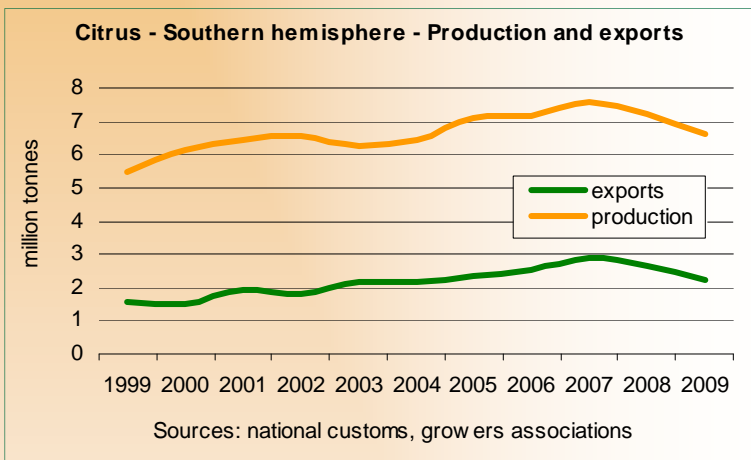
The four other supplier countries cover only 20% of world trade. Although their production is moderate, the few large Uruguayan operators play a significant role on the European orange and easy peeler market. Australia is still a major player but tending to slow down in spite of the often excellent quality of the 'Navel' oranges grown in the south and the easy peelers from Queensland. Handicapped by high production costs, exporters are tending to lose ground in



Citrus — Southern hemisphere — Trend in planted areas

hectares	Argentina		South Africa		Uruguay		Argentina + South Africa + Uruguay		
	Area in 2008	Trend 2006-08	Area in 2008	Trend 2006-08	Area in 2008	Trend 2006-08	Total area	% of area in relation to that of the southern hemisphere	Trend 2006-08
Orange	49 391	- 1 497	38 683	+ 1 051	7 599	+ 1 147	95 673	64%	+ 701
Easy peelers	35 793	- 18	5 033	+ 349	6 424	+ 580	47 250	68%	+ 911
Grapefruit	10 427	- 703	9 166	+ 715	302	+ 32	19 895	69%	+ 44
Lemon	43 844	+ 1 647	4 426	+ 18	1 821	+ 64	50 091	85%	+ 1 729
<b>Total</b>	<b>139 455</b>	<b>- 571</b>	<b>57 308</b>	<b>+ 2 133</b>	<b>16 146</b>	<b>+ 1 823</b>	<b>212 909</b>	<b>69%</b>	<b>+ 3 385</b>

Sources: FEDERCITRUS, CGA, DIEA



Citrus — Southern hemisphere — Production			
tonnes	Movement of production (average 2003-04/2006-07*)	Movement of trade (average 2003-04/2008**)	Exported proportion of additional production
Orange	560 000	230 000	41%
Petits agrumes	25 300	43 200	171%
Pomelo	140 000	11 000	8%
Citron	280 000	125 000	45%
<b>Total</b>	<b>1 005 300</b>	<b>409 200</b>	<b>41%</b>

\* 2006-07: last normal season for Argentina / \*\* 2008: best year for southern hemisphere exports  
Professional sources

the face of increasing competition from other sources on their traditional markets Asia and the United States.

Furthermore, two outsiders in Latin America—Chile and Peru—entered the international scene in the 2000s. With production know-how gained for supplying their domestic markets and possessing infrastructure and knowledge of export markets, the two countries ship moderate but strongly increasing volumes to the US market. Brazil, penalised by a climate with a negative effect on fruit colour, is not a major player but occasionally ships oranges.

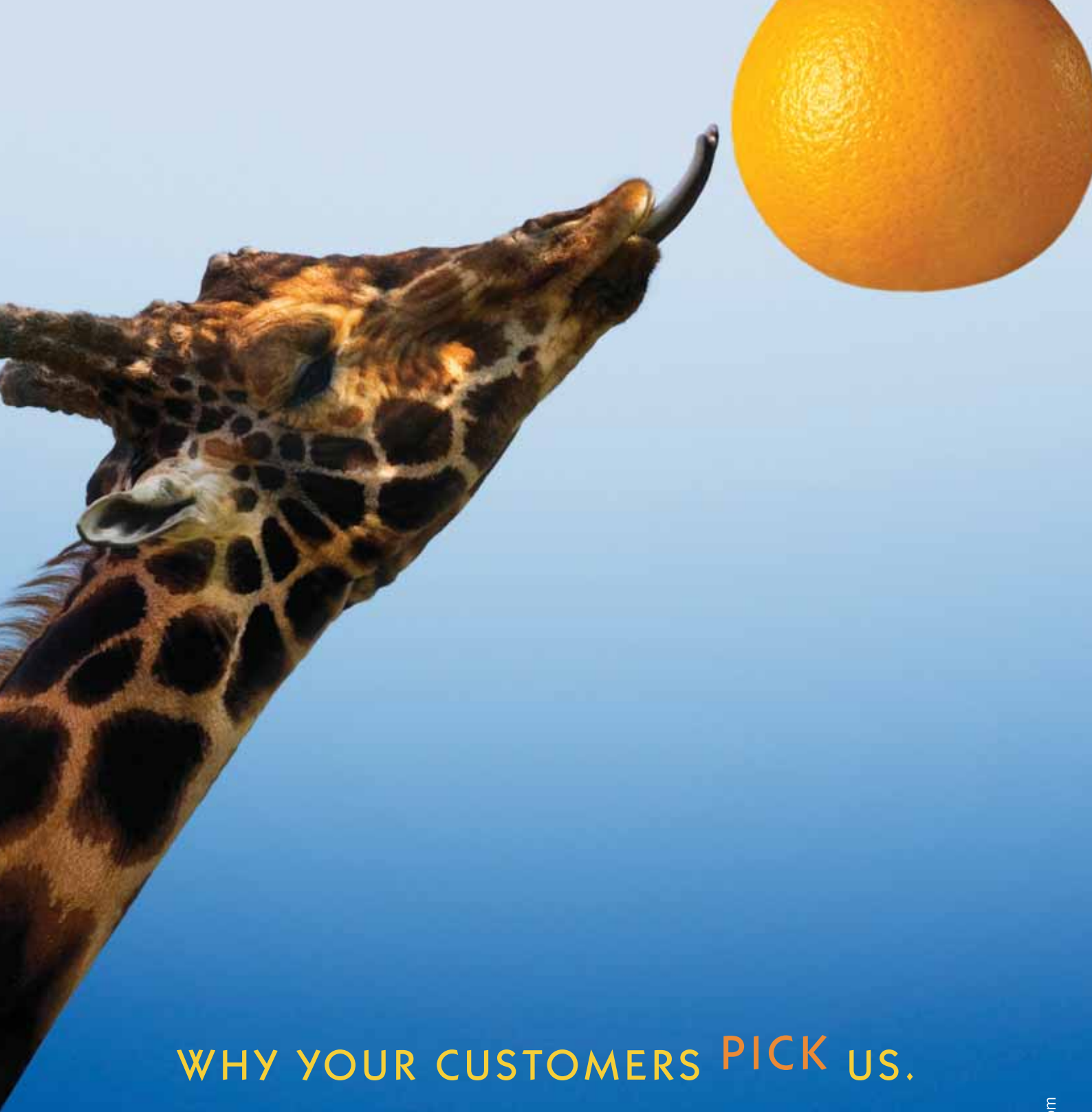
Although they are in the northern hemisphere, Mexico, Honduras and Cuba play a role on the summer grapefruit market. Although Honduras and Cuba have phytosanitary and climate problems and are tending to lose ground, Mexico is experiencing development thanks to production in the Yucatán and the emergence of large orchards devoted to export fruits in the Michoacán.

### Increasing production

The southern hemisphere producer countries displayed strong, rapid growth of some one million tonnes from 1999 to 2007, reaching 7.5 million tonnes. The decrease observed since 2008 seems to be conjunctural and related to a considerable degree to repeated meteorological problems in Argentina, one of the main producers: frost in July 2007 and September 2009 combined with serious drought. Furthermore, cultivated areas seem to be practically stable in Argentina, with increased lemon and, to a lesser degree, easy peelers, making up for the decrease in orange and grapefruit. Southern hemisphere production should resume in the medium term. In addition to the increase in lemon production in Argentina noted above, the southern hemisphere orange harvest should continue to increase, driven in particular by Uruguay and South Africa. Furthermore, easy peeler production—late hybrids in particular—should also increase, with new orchards in Peru whose are is difficult to measure and renewed planting in South Africa and Uruguay.

Where will these additional volumes be sold? The question is particularly relevant as production has increased much more strongly than trade, especially for grapefruit, orange and lemon (see table). Production increased by approximately a million tonnes from 2003-04 and the last years of normal harvests (2006-07), whereas the international market gained some 400 000 t with reference to 2008, the best export season. Will processing and domestic sales be such as to take the balance of the increasing volumes? **Fruitrop** provides a tour of





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The 1.0 to 1.2 million tonnes received each year forms two-thirds of total world exports. Nevertheless, volumes have remained practically stable since the beginning of the 2000s, seemingly indicating that the growth period is over. Sluggishness is obvious for grapefruit, with even a few worrying signs of a consumption decrease during the 2009 season. The situation is hardly any brighter for orange. The usual annual 550 000 to 600 000 t is only exceeded when there is a shortfall in the orange harvest in the northern hemisphere—the case of Spain in 2008—or a shortage of competing seasonal fruits, as in 2007. Two exceptions should be mentioned: first the easy peeler market, but this has a narrow geographic focus on the United Kingdom, and second the lemon market, where 'Eureka' from the southern hemisphere is tending to gain some of the market share of Spanish 'Verna', a variety penalised by its external appearance.

**Increased competition from northern hemisphere crops**

The tendency for seasons to become longer in northern hemisphere producer countries is complicating the work of exporters shipping fruit to the EU market. Facing very serious problems of profitability, Spanish growers are tending to reduce their easy peeler production capacity during the overloaded period from November to January and shift to periods during which there is still room for growth. This strategy—described in FruiTrop since 2006—has become reality for oranges. The planting of more than 3 million trees in 2004-05 and 2005-06 (mainly 'Lanelate' and 'Powell') is beginning to enable Spain to supply the table orange market until the end of June. This longer season was distinct in 2009 when it was very difficult for southern hemisphere 'Navel' oranges to gain a foothold on the market. A similar pattern is emerging for easy peelers. The arrival in 2010 of the first triploids ('Garbi' and 'Safor') and other classic hybrids such as 'Murta' will allow a similar

the various counter-season markets for fresh citrus.

**The European Union, a major but lack-lustre leading market**

The EU was the founder of the international summer citrus trade and is still by far the leading destination for southern hemisphere fruits.

Citrus — Southern hemisphere Apparent consumption on the world's major markets						
kg per person	USA	EU-27	Japan	EU-15*	EU-12**	Russia
<b>Population (million inhab.)</b>	<b>305.7</b>	<b>500.3</b>	<b>127.3</b>	<b>375</b>	<b>104</b>	<b>142</b>
Orange	0.09	1.24	0.21	1.62	0.32	0.89
Easy peelers	0.19	0.35	0.02	0.39	0.09	0.33
Grapefruit	0.01	0.27	0.45	0.34	0.19	0.16
Lemon	0.06	0.56	0.14	0.70	0.59	0.50
<b>Total</b>	<b>0.34</b>	<b>2.42</b>	<b>0.82</b>	<b>3.05</b>	<b>1.19</b>	<b>1.88</b>

\* Extra-EU imports from the southern hemisphere - re-exports to EU-12 (June to Sept.) - exports (June to Sept.) / \*\* Extra-EU imports from the southern hemisphere + releases from EU-15 (June to Sept.) - exports (June to Sept.) / Source: customs

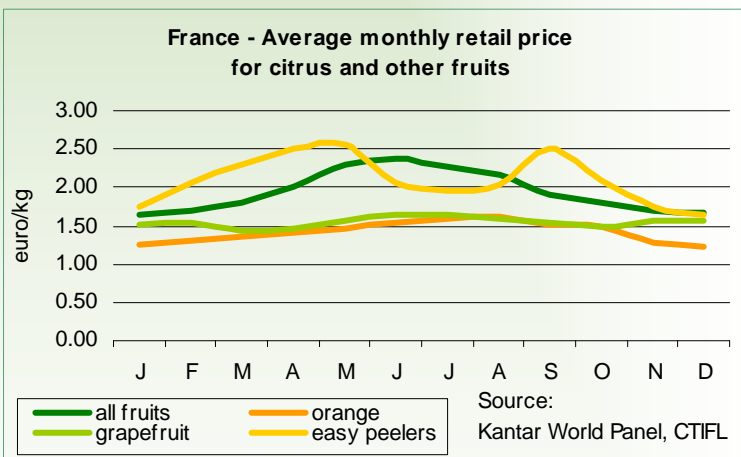
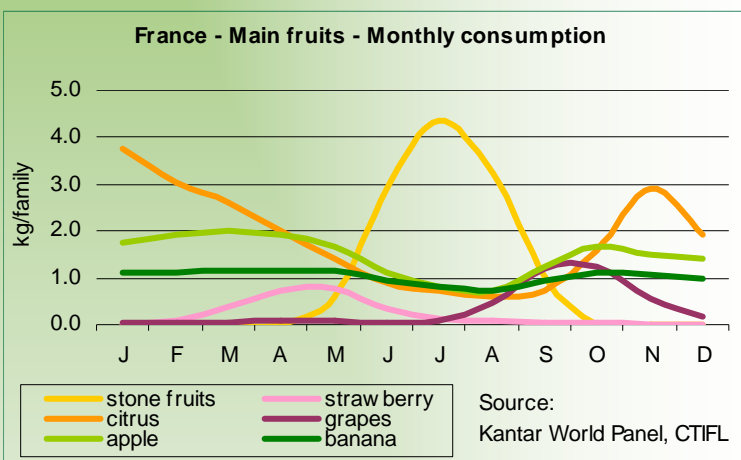


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lengthening of the season. They will overlap the early varieties (especially 'Satsuma') shipped by southern hemisphere producer countries. Likewise, late lemon production could recover a little in Spain. Today, there is no alternative to the 'Verna' variety, with its poor appearance and yields. However, some growers are top-grafting 'Fino' groves with 'Verna' as it is finally more profitable and less under fire from low-cost Turkish competition.

### Very rigid consumption patterns favourable for seasonal fruits in southern Europe

The positive or negative impact of seasonal fruits has been clear in recent years. The effect has been particularly strong on certain markets like France, a large stone fruit producer. Citrus consumption in the summer is a quarter of that of the main winter season months. Retailers' shelves are dominated by peaches, nectarines and apricots, where citrus fruits would be seen in the winter (see graph). Nevertheless, in contrast with competing seasonal fruits, the prices of citrus fruits are more attractive in the summer than in the winter. For example, the difference in the prices of oranges and other fruits increases from less than EUR 0.40 per kg in winter to more than EUR 0.70 in the summer. This shows that the price argument is not a powerful lever for sales in France. This consumption pattern featuring the very strong influence of the season's fruits seems very rigid and common to the major producer countries in southern Europe (France, Spain, Italy and Greece).



### More open northern European markets

Fortunately for southern hemisphere citrus producers, consumption habits are different in northern Europe. The United Kingdom is a particularly interesting case as the consumption of southern hemisphere citrus fruits is 2.5 times that of a country like France and is over 40% of that of the winter period. This example shows the development capacity of markets where domestic production is little present in the summer (northern Europe). Promotion is probably a powerful tool and a way of tapping any remaining scope for growth on these markets where the consumption model seems more 'plastic'. In this context, why not apply the recipe elsewhere? The consumption difference between the British market and the northern European markets shows that there is still considerable

Citrus — Comparison of average monthly summer consumption (June to September) and winter consumption (October to May) in certain EU-27 countries

	Orange	Lemon	Easy peelers	Grapefruit	Total
Czech Rep.	10%	35%	4%	15%	11%
Hungary	4%	41%	2%	17%	11%
Poland	8%	33%	3%	31%	13%
United Kingdom	51%	59%	27%	53%	42%
France	22%	44%	2%	36%	17%
Germany	21%	53%	2%	19%	17%

Source: EUROSTAT





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potential for growth. The campaign launched this year by the CGA in the United Kingdom and Germany is undoubtedly an excellent example to follow.

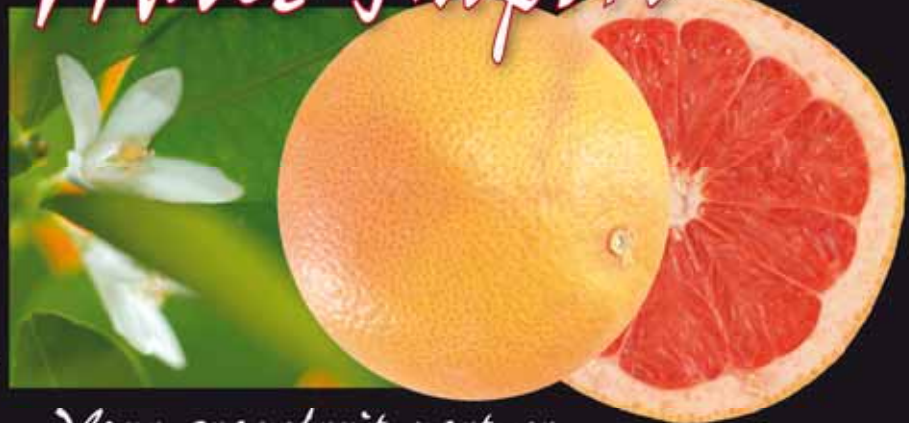
An increase  
in certain summer  
fruit crops

Might promotion become an essential tool for countering increasing pressure from competing fruits? The question can be asked. The development of new stone fruit orchards in Spain and Italy might indicate that the southern European consumption pattern could spread to the other EU countries in the medium term. Production of ultra-early (April) peach and nectarine should not increase much for lack of a positive response from consumers. In contrast, the European market should be more amply supplied during the heart and the end of the season, with the considerable increase in planted areas in Catalonia. A similar trend is starting for apricot. The distribution of new varieties for a longer harvest calendar has re-launched plan-



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tations in Italy and especially in Spain. This is a very recent phenomenon but should be closely monitored. An excellent snack fruit, high-quality widely grown apricots could become the 'summer banana'.

**Nothing new on the eastern front**

Twelve new EU members with over 100 million consumers has not added sparkle to the southern hemisphere citrus market. Annual consumption is estimated to be about 120 000 t (1.2 kg per person to year), about 40% of that of EU-15. The reason for such a difference on these markets with an 'intermediate' standard of living seems to be a more marked impact of competing produce and especially of the difference in the price between these fruits and citrus. Apples are widely grown in Poland, Hungary and Romania and are very competitive in the summer (see graph). The other summer fruits such as red fruits in Poland and plums are also likely to have a strong impact. Likewise, some imported fruits are much more competi-

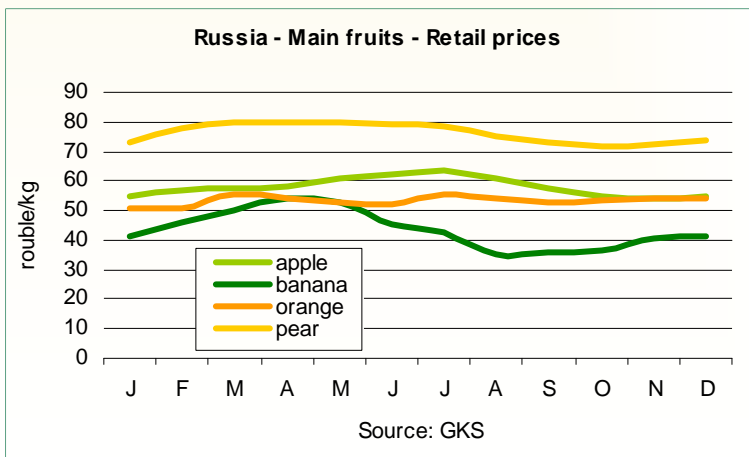
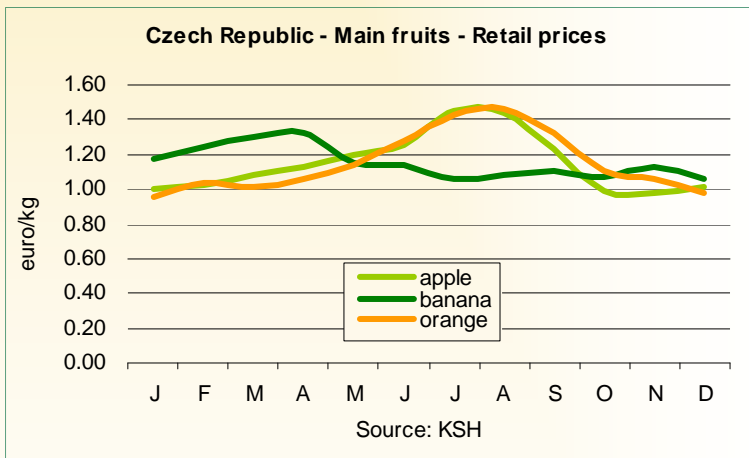
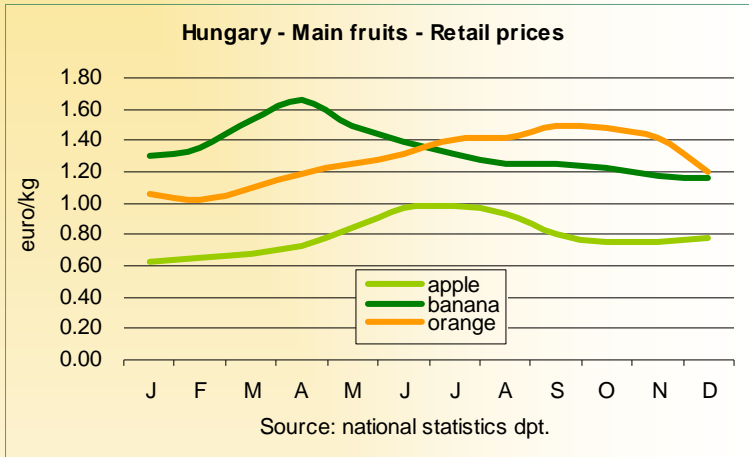
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Note: average for 2008-09

tive than oranges in the summer. This is the case of banana, with generally very attractive prices at this time of year because sales are poor in western Europe. Oranges thus become less competitive and even become expensive on some markets like the Czech Republic (see graph). Playing on retail prices is probably a powerful tool for increasing sales. However, the level of some EUR1.00 per kg to join competing fruits might not be compatible with cost prices.

**Russia:  
strong market potential  
but hit hard  
by the economic  
downturn**

Unlike those of the other eastern European countries, the Russian market has been very dynamic in recent years. Counter-season citrus imports more than tripled from the end of the 1990s to 2006, when the total exceeded 300 000 t. Although the situation in terms of GDP is no better than that in the eastern European countries that have joined the EU and banana is a very aggressive competitor in the summer, the retail price of oranges has not increased markedly, remaining level throughout the year. In addition, Russians often own their homes and can spend a larger proportion of income on food than in some neighbouring countries (see graph). Finally, the port of St Petersburg is a major entry point and may also play a major role. However, the world economic crisis has strongly affected the market, with the latter losing more than 50 000 t in 2009. On the one hand, the plunging rouble has made all imported fruits more expensive. On the other, the financial fragility of some major importers has increased the risk of bad debts and encourages exporters to be cautious. However, improvement in the economy with 4% growth in GDP forecast for 2010 and consumption still 40% less than that of EU-15 (1.88 kg per person per year in comparison with more than 3.00 kg) indicate that market growth should resume rapidly.

Ukraine, a large neighbouring market with a population of 46 million people, also displays excellent dynamics. However, the standard of living is low and import volumes are still fairly small at an annual 30 000 to 40 000 t, mainly from Argentina and South Africa. The per capita income estimated by the IMF to be USD4 000 in 2008 is small in comparison with that of the other countries in the region (USD14 000 in Russia for example). It will probably take many years of strong economic growth for the market to express its considerable potential.



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United States:  
large consumption  
potential...

There is currently no large market in the richest countries outside Western Europe. US imports of southern hemisphere citrus fruits hardly exceed 150 000 t, that is to say less than 500 kg for each of the 300 million inhabitants! This small development is caused by a feature of Californian production. California accounts for some 30% of US citrus production and covers most of domestic supply and although it is in the northern hemisphere, significant volumes of lemons, grapefruits and 'Valencia' oranges can be marketed in the summer. But it is clear that the market has a very large growth potential. Annual per capita consumption is estimated to be between 8 and 9 kg, much smaller than in the EU and even tiny for a producer country. In comparison, the figure is about 25 to 30 kg in Spain and Italy.

Citrus — United States					
Average annual consumption: 2007-08/2008-09					
000 tonnes	Production sold fresh	Import	Export	Available	Consumption kg/person/year
Orange	1 813	85	547	1 351	4.4
Grapefruit	669	13	254	428	1.4
Lemon	424	43	113	354	1.2
Easy peelers	350	116	30	435	1.4
<b>Total</b>	<b>3 255</b>	<b>257</b>	<b>944</b>	<b>2 568</b>	<b>8.4</b>

Sources: USDA, US customs

...but closely controlled!

The reasons? Californian growers have particularly high production costs and want to protect their territory. Sanitary regulations applicable to produce from third countries are still very restrictive, especially for the prevention of black spot and fruit fly. Thus, only produce from certain regions of South Africa (Western Cape and some parts of Northern Cape), Australia (Riverland, Sunraysia and Riverina), Peru and Chile (easy peelers only) is allowed entry today. These measures considerably limit the export potential and considerably increase cost prices.

Citrus — United States					
Exports from June to September (California)					
tonnes	2005	2006	2007	2008	2009
<b>Orange</b>	<b>91 151</b>	<b>76 760</b>	<b>38 517</b>	<b>94 902</b>	<b>62 758</b>
Canada	19 321	19 180	12 806	23 522	18 128
Hong Kong	18 347	13 795	8 264	15 302	12 300
China	11 061	6 691	4 059	13 761	9 065
Japan	6 627	16 560	1 006	12 651	4 630
Malaysia	8 546	4 224	1 415	4 701	4 000
Mexico	10 598	4 736	5 978	6 012	3 911
<b>Grapefruit</b>	<b>9 538</b>	<b>18 324</b>	<b>11 167</b>	<b>10 037</b>	<b>9 086</b>
Canada	4 356	6 090	5 411	5 421	4 800
South Korea	458	910	1 324	968	1 912
Japan	759	9 292	3 621	1 869	1 283
<b>Easy peelers</b>	<b>215</b>	<b>223</b>	<b>218</b>	<b>149</b>	<b>179</b>
Canada	198	139	87	114	123
<b>Lemon</b>	<b>21 158</b>	<b>16 467</b>	<b>15 029</b>	<b>28 282</b>	<b>16 454</b>
Canada	8 766	6 992	5 678	10 630	7 050
Japan	9 472	6 913	6 212	13 398	5 498
Hong Kong	1 250	479	196	514	1 903
South Korea	1 057	1 345	1 375	2 491	1 087
<b>Total citrus</b>	<b>122 063</b>	<b>111 774</b>	<b>64 931</b>	<b>133 371</b>	<b>88 476</b>

Source: US customs

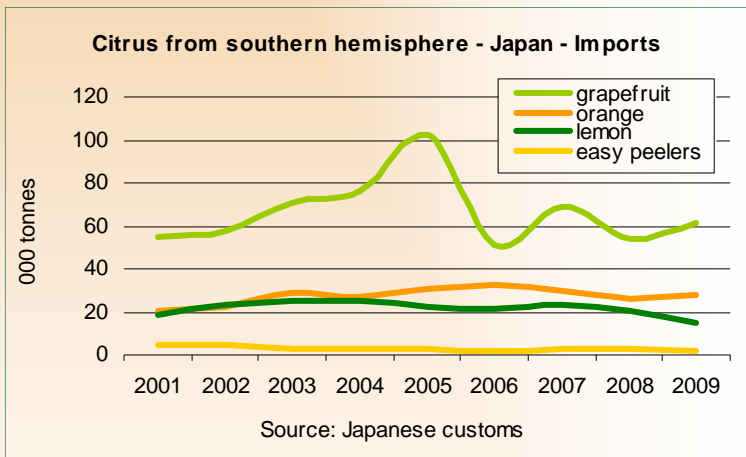
Might greening  
in California  
change the situation?

The arrival of the Asian form of greening may well cause changes. The risk of occurrence is very high. The psyllid vector is already present and the bacterial disease has spread rapidly to neighbouring Mexico where it was detected in late 2009 in Nayarit and Jalisco states, about 1000 km from the US border. Orange production has decreased by a third and grapefruit production by half in Florida where the disease appeared in 2005. The long-term forecasts drawn up by FDOC are even more disturbing, showing that the decrease will continue unless a remedy is found quickly. In addition to decreased production, the additional costs involved in the removal of infected trees and psyllid control already form a difficult shock for a sector that already displays economic fragility because of questions of the cost and availability





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of labour and water. A Florida estimate talks in terms of a 40% cost increase (+ 400 USD/ha). This situation could lead to broader market opening or the radicalisation of California growers whose position is even more delicate. This would also change the situation on certain Asian markets (Japan, South Korea and Hong Kong) and Canada, to which California exports an estimated 600 000 tonnes to 1 million tonnes each year, with 90 000 to 130 000 t shipped from June to September.

**Japan: a 'small' single produce market that is difficult to develop**

The hardly more than 100 000 t imported by Japan is a very small quantity. Grapefruit apart, annual citrus consumption per person is extremely small. However, the scope for development appears to be limited in the medium term. In fact, all varietal groups lost ground even before the economic downturn hit most of the markets in the world. There was even a decrease in sales of grapefruit, the leader that forms the bulk of imports. Displays were reduced in winter 2004 because of the drop in Florida production and no longer achieve their former scale in the summer. The sanitary protection measures in force together with the extremely conservative nature of a large section of Japanese society leave doubts as regards any rapid growth capacity of this market.

**25 to 30% of volumes sold on the other world markets**

The markets in the major developed countries are not the only ones. Summer citrus consumption is high in other countries in Asia and the Middle East. Our estimates based on the difference between cumulated exports from source countries and cumulated imports by the large northern hemisphere markets (EU, United States, Japan and Russia) show that these other destinations probably import 630 000 to 640 000 t each year, that is to say 25 to 30% of the world citrus trade.

**A fine trend in the Middle East**

Handling some 280 000 t per year, the Middle East is the leading market by volume in this category and is growing significantly, having gained 70 000 to 80 000 t from 2005 to 2009. Although the large Saudi Arabian market





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seems to be comparatively stable, imports by the United Arab Emirates are growing considerably, making this group of countries the largest market in the region. The market is also growing in Kuwait although smaller volumes are involved. In both cases, this development is driven by South Africa, the leading source way ahead of Argentina, which in turn is followed by Uruguay and Australia. But the varietal range is limited and consists practically only of oranges. Easy peeler imports are growing but still extremely marginal.

### Other Asian countries: large but stable markets, with a few exceptions!

Japan apart, the Asian markets import large but fairly stable volumes estimated to total about 200 000 t, that is to say a little less than 10% of the world citrus trade. This is the case of Hong Kong (about 80 000 t), Malaysia (about 40 000 t), Singapore (25 000 to 30 000 t) and Indonesia (15 000 to 20 000 t). Australia and South Africa share these markets that are mainly purchasers of oranges, with supply completed by some batches from Argentina. However, China and South Korea are both noteworthy exceptions, displaying good dynamics. With growing production and the stagnation of a number of traditional markets, South Africa and South American sources have sought to diversify their outlets by gaining new client countries. Not without effort as procedures to remove phytosanitary regulation barriers have been long. Although volumes are still limited, these populous markets form a large potential for development.

### In search of markets where value-added is conserved

Which markets will be able to take the increasing production—especially of oranges, lemons

and easy peelers—in the southern hemisphere countries? The emerging countries, that is to say states in Eastern Europe and the new markets in Asia and the Middle East undoubtedly provide large scope for development. But how profitable are they? Attractive selling prices will open up the doors to these markets more widely. Which southern hemisphere producer countries can afford to sell at low prices during a period of increasing cost price? The inexorable rise in oil prices already weighs heavily on sea and land transport costs and in farm inputs. The threat of Asian greening may further increase the bill in some directly threatened countries like Argentina. In such a context, it seems essential to step up efforts to develop the markets in rich countries. Re-launching promotion in Europe seems to be a key step in trying to use the margins for growth on the Northern European markets, to allow to the lengthening of the production calendar in the Mediterranean countries and perhaps, in the medium term, to guard against the increase in stone fruit production.

Broader opening of the United States market, that would seem to have very large potential for development, is undoubtedly a major line of approach. The switch from face-offs to a strategy of alliances between domestic growers and the import sector is probably a key to this. The example of the avocado market speaks for itself. The tools for promoting consumption and for market management set up by Californian growers and South American exporters by means of a special tax on each box sold has tripled the size of the market while conserving satisfactory financial returns. This is an example to be followed! ■

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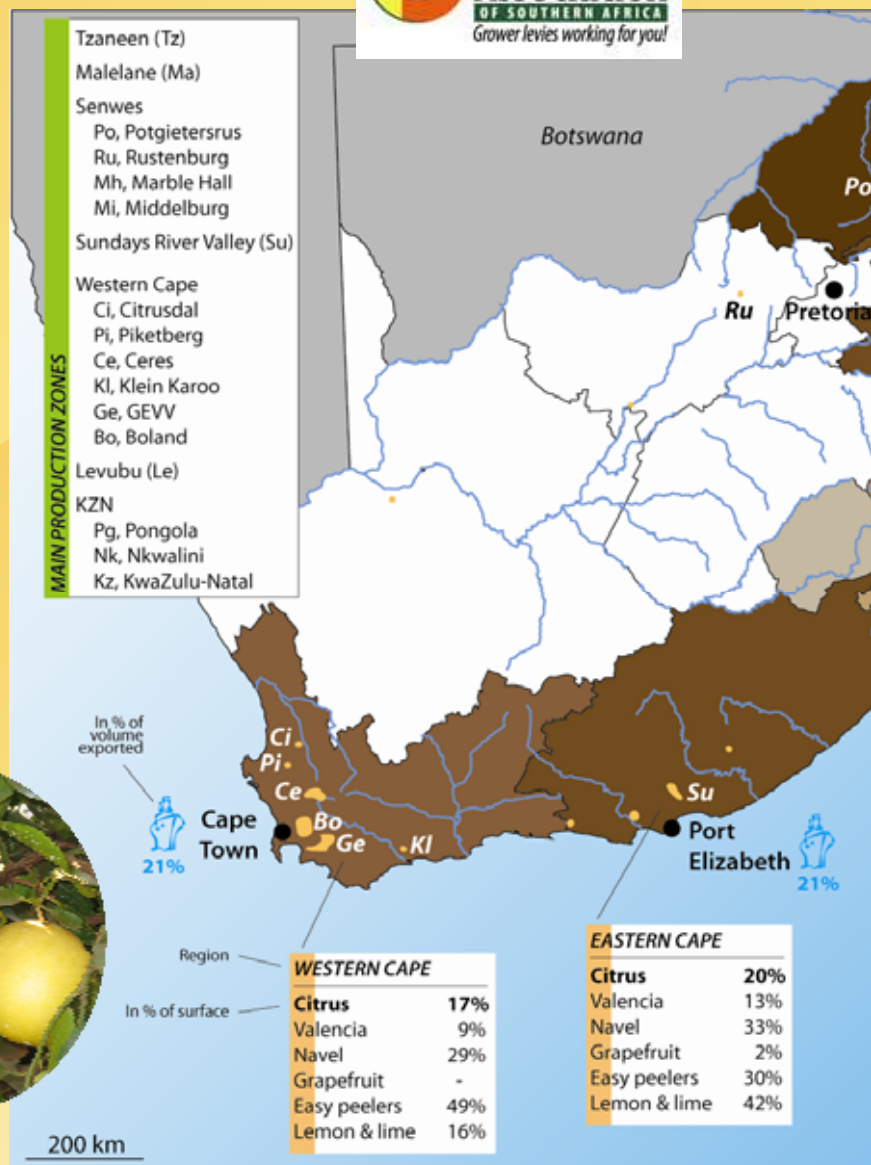
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Summer citrus  
producer country  
sheet

# South Africa

**W**ith long experience of production and export, South Africa controls more than half of the international summer citrus trade. The diversity of the country's climate and the know-how in the various parts of the chain have resulted in a broad range of high-quality fruits. 'Navel' oranges, easy peelers and lemons are grown mainly in the zones with a Mediterranean climate in the south of the country (Eastern and Western Cape). The northern, subtropical regions (Limpopo, Mpumalanga and Kwazulu-Natal) are specialised in 'Valencia' oranges and grapefruit. The sector has remained organised even though it was deregulated in 1997. In particular, the Citrus Growers Association manages research conducted by the CRI and marketing via the Citrus Marketing Forum. In addition, good technical mastery of production (irrigation, high density planting) and soil and climate advantages result in large yields of high-quality fruits, while labour costs are low. But pressure from pests and diseases is strong, especially in the north of the country where African greening, false codling moth and black spot are present. This weighs on costs and limits the possibility of exporting to certain markets. In addition, the government's policy of redistributing a proportion of resources to native populations is a challenge in terms of training and competitiveness. Production of oranges and later easy peelers is still increasing. More than 60% of the crop is exported, forming the pillar of sector profitability. Europe still has a central position but outlets are strongly diversified, with large volumes shipped to the Arabian peninsula, Japan and the United States.





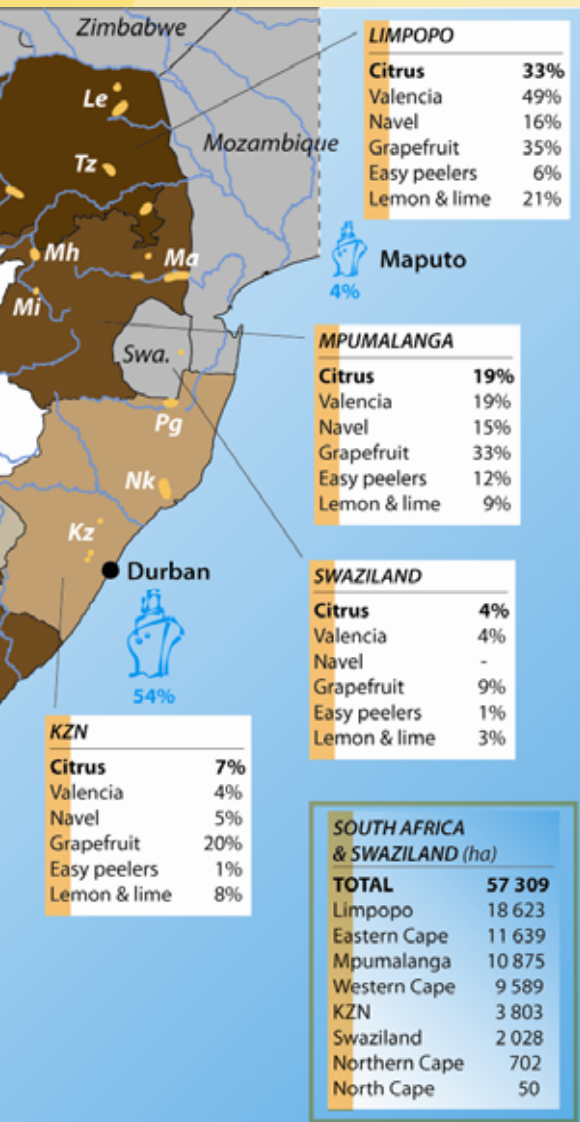


Production	<b>2 220 000 t</b>
Rank in SH* production	2 <sup>nd</sup>
% of SH production	32%
Areas	57 309 ha
Average yield	38.4 t/ha

3 500 producers (of which 1 300 export fruit)
75 packing stations (10 major)
100 000 jobs in the sector

Citrus — South Africa — Production			
tonnes	Production		Trend since 2003-04
	in 2008-09	Percentage of SH production	
Easy peelers	157 069	17%	- 28 672
Orange	1 485 405	44%	+ 259 551
Lemon	221 996	11%	+ 19 823
Grapefruit	355 643	60%	+ 43 940
<b>Total</b>	<b>2 220 113</b>	<b>32%</b>	<b>+ 294 642</b>

Citrus — South Africa Outlets	
Export	63%
Domestic	7%
Industry	23%



Source: CGA / Graphics: Chez Vincent - Cirad-Fruitrop

Photos © Eric Imbert et Régis Domergue

Exports	<b>1 340 000 t</b>
Rank in SH exports	1 <sup>st</sup>
% of SH exports	55%

Citrus — South Africa — Exports			
tonnes	Exports		Trend since 2003-04
	in 2008-09	Percentage of SH exports	
Easy peelers	100 333	30%	- 20 170
Orange	914 700	69%	+ 118 855
Lemon	134 722	25%	+ 27 811
Grapefruit	192 952	87%	+ 16 209

Citrus — South Africa — Major markets		
	Percentage of total citrus exports from South Africa	Proportion of SH citrus supplied by South Africa
United States	3%	24%
EU-27	49%	61%
Russia	10%	49%
Japan	6%	61%
Middle East	20%	na

\*SH: southern hemisphere





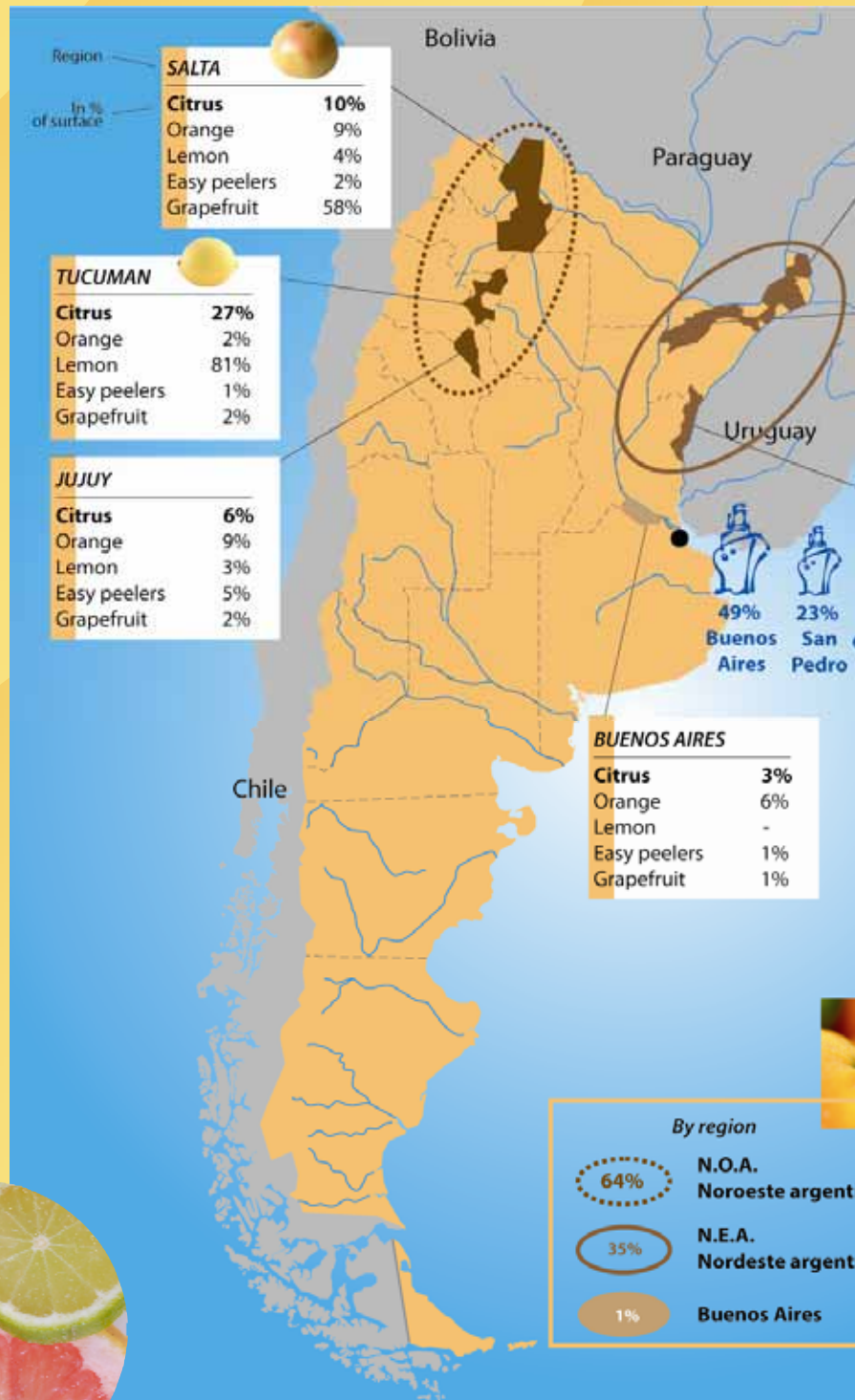
Summer citrus producer country sheet

# Argentina

**A**rgentina is the leading southern hemisphere supplier country and controls some 60% of the international counter-season lemon market. Citrus is grown in two zones with distinct differences in soil and climate, the varieties grown and production and outlet structure.



The provinces of Entre Rios, Corrientes and Misiones between the Uruguay and Paraná rivers in the north-east of the country are where most of the orange- mainly late and easy peeler crops are grown. The main outlets for production in this traditional zone are the domestic market and the processing industry as the presence of quarantine diseases (black spot and citrus canker) limit export possibilities. Most of the plantations in Tucuman, Salta and Jujuy provinces in the north-west are of the commercial type. This zone was developed more recently and grapefruit, a proportion of the orange crop and above all lemon, Argentina's great speciality, are grown there. Greening is present in neighbouring Brazil and forms a serious threat, as do meteorological events (frost and drought). Experiencing a decrease in the profitability of processing, their traditional market, growers developed exports of lemons and other fresh citrus to the EU and then to Russia in the mid-1990s. Shipments have stagnated in recent seasons and the sector has undertaken a qualitative excellence approach in lemon, with a new label 'ALL LEMON - Tested & Certified for Export'. It is also seeking to broaden its customer portfolio, particularly by means of the lobbying body Federcitrus, an organisation that protects lemon growers' interests and works on reopening the United States market. The area under lemon is still increasing while that under orange and easy peelers is stagnating and grapefruit areas are decreasing.



Source: Fe



Production (aver. 2008-09)	<b>2 650 000 t</b>
Rank in SH* production	1 <sup>st</sup>
% of SH production	39%
Areas	139 800 ha
Average yield	19.0 t/ha

Citrus — Argentina — Production			
tonnes	Production		Trend since 2003-04
	in 2008-09	Percentage of SH production	
Easy peelers	347 815	38%	- 80 875
Orange	801 271	24%	+ 85 501
Lemon	1 281 095	64%	- 7 141
Grapefruit	221 848	37%	+ 41 162

5 300 producers
442 packing stations (112 for export)
19 juice production facilities
100 000 jobs in the sector

Citrus — Argentina — Outlets	
Export	22%
Domestic	28%
Industry	43%



Exports	<b>610 000 t</b>
Rank in SH exports	2 <sup>nd</sup>
% of SH exports	25%

Citrus — Argentina — Exports			
tonnes	Exports		Trend since 2003-04
	in 2008-09	Percentage of SH exports	
Easy peelers	105 725	31%	+ 36 992
Orange	148 847	11%	- 2 345
Lemon	330 139	60%	- 19 192
Grapefruit	25 599	12%	- 7 987

**By citrus**

Citrus	<b>139 825 ha</b>
Orange	49 391 ha
Lemon	43 844 ha
Easy peelers	35 793 ha
Grapefruit	10 427 ha

Citrus — Argentina — Major markets		
	Percentage of total citrus exports from Argentina	Proportion of SH citrus supplied by Argentina
United States	PR	PR
EU-27	64%	35%
Russia	23%	47%
Other countries from Eastern Europe	7%	-
Japan	PR	PR

dercitrus / Graphics: Chez Vincent - Cirad-Fruitrop

Photos © Eric Imbert et Régis Domergue

PR: phytosanitary restrictions

\*SH: southern hemisphere





Summer citrus  
producer country  
sheet

# Australia

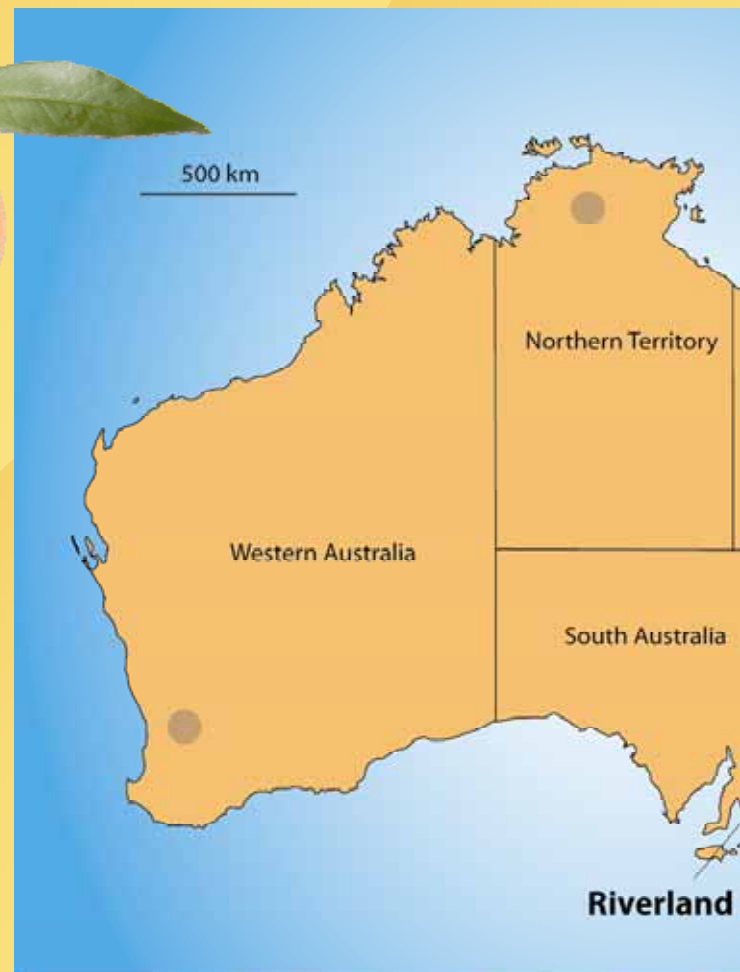


Citrus fruits are one of the main horticultural crops in Australia. Oranges, the main family grown, are grown above all in the temperate zones in the south-east around Murray river and its tributaries (the Riverland region in South Australia state, Sunraysia in Victoria state and Riverina in New South Wales). Easy peelers ('Murcott', 'Imperial', etc.) are another leading crop and are grown in



the hotter, more humid zones in the north-east (Emerald region in Queensland). Lemons are grown in smaller volumes, mainly in Queensland and New South Wales. The rest of the citrus orchards are in Western Australia and the Northern Territory. The high quality of the fruits is recognised. However, water supply for agricultural is dwindling in the major production zones in south-east Australia. In addition, high wages and the fragmentation of the sector weigh on cost prices. The

juice sector is not very profitable and very competitive sources are shipping to the nearby Asian markets and so the sector is trying to use its quality assets to increase value-added. Exporters are stepping up exports to the United States and Japan and growers are developing their easy peeler and late 'Navel' crops.



<i>In % of 2006-08 production</i>	<b>Navel</b>	<b>Valencia Late</b>	<b>Easy peelers</b>	<b>Lemon Gr</b>
Queensland	4%	3%	39%	26%
South Australia	21%	19%	8%	9%
Victoria	25%	9%	6%	7%
Northern Territory	22%	33%	3%	15%
Western Australia	2%	2%	3%	2%





Production (aver. 2008-09)	<b>590 000 t</b>
Rank in SH* production	4 <sup>th</sup>
% of SH production	9%
Areas	32 000 ha
Average yield	18.4 t/ha

2 800 producers
19 packing stations (13 for export)
5 000 jobs in the sector

Citrus — Australia — Production			
tonnes	Production		Trend since 2003-04
	in 2008-09	Percentage of SH production	
Easy peelers	116 000	13%	+ 7 000
Orange	434 500	13%	+ 4 500
Lemon	30 500	2%	- 3 000
Grapefruit	9 000	2%	- 2 000

Citrus — Australia — Outlets	
Export	45%
Domestic	33%
Industry	22%



Photos © Eric Imbert et Régis Domergue



Exports	<b>158 500</b>
Rank in SH exports	3 <sup>rd</sup>
% of SH exports	6%

Citrus — Australia — Exports			
tonnes	Exports		Trend since 2003-04
	in 2008-09	Percentage of SH exports	
Easy peelers	30 000	9%	+ 998
Orange	128 500	10%	- 2 345
Lemon	na	na	na
Grapefruit	na	na	na

Citrus — Australia — Major markets		
	Percentage of total citrus exports from Australia	Proportion of SH citrus supplied by Australia
United States	17%	18%
Japan	11%	17%
Asia and Middle East	72%	na

\*\* estimate

\*SH: southern hemisphere

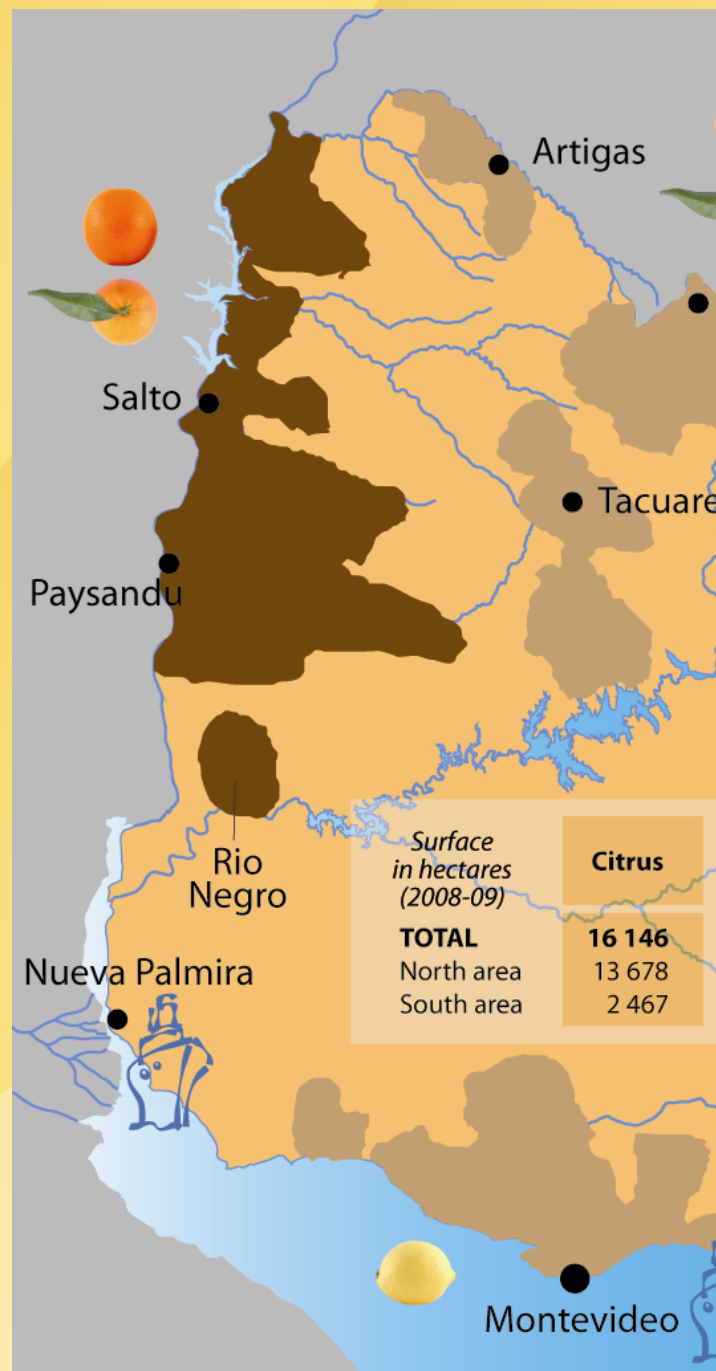


Summer citrus  
producer country  
sheet

# Uruguay



**A**lthough production is comparatively modest at about 300 000 t, Uruguay is a significant player in the summer citrus market. Nearly 85% of the fruit is harvested in the north of the country, specialised in oranges (especially 'Valencia'), easy peelers and grapefruit. The greater part of production in this zone is from three departments at the frontier with Argentina (Rio Negro, Paysandú and especially Salto). Some fruits are also grown in the Rivera department further west. The rest of the orchard area, and especially most of the lemon groves, are in Montevideo, Canelones, San José, Colonia and Maldonado departments in the south of the country. Small traditional farms coexist with a limited number of large plantations with the first ten accounting for two-thirds of production. Quarantine diseases including citrus canker and black spot are observed in the hot, humid zones in northern Uruguay (in Salto and part of Paysandú). Three businesses control more than 70% of exports, with most shipments going to the EU. Most of the rest is for the Russian and Canadian markets.



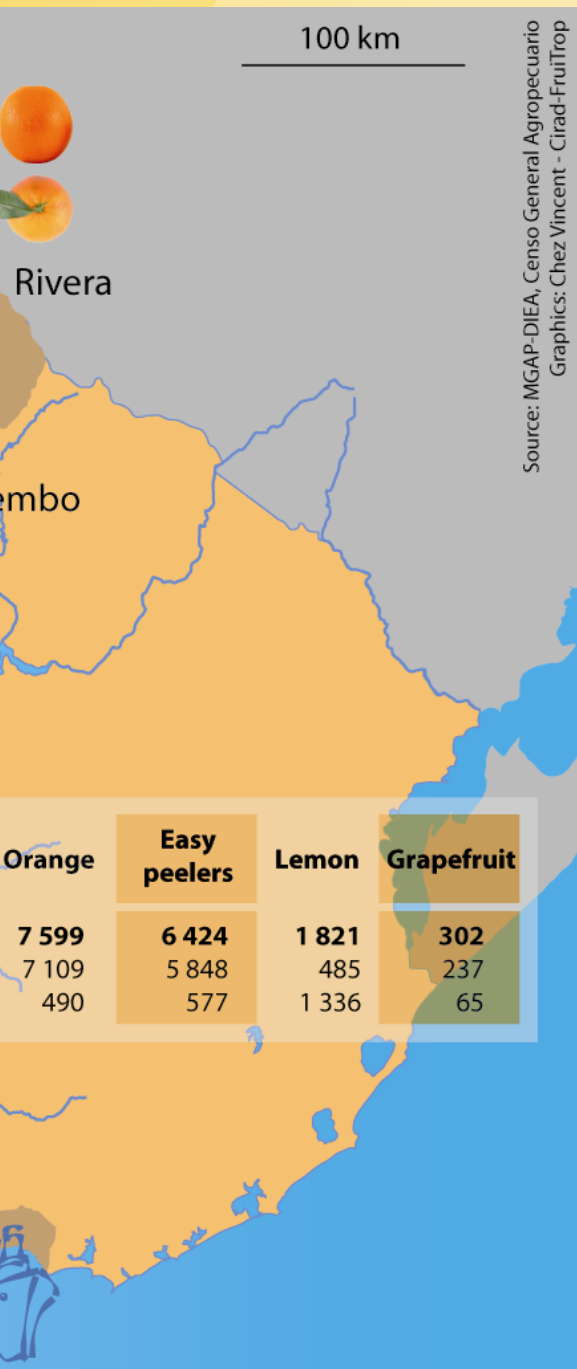


Production (aver. 2008-09)	<b>260 000 t</b>
Rank in SH* production	6 <sup>th</sup>
% of SH production	4%
Areas	16 150 ha
Average yield	16.1 t/ha

Citrus — Uruguay — Production			
tonnes	Production		Trend since 2003-04
	in 2008-09	Percentage of SH production	
Easy peelers	90 575	10%	+ 14 568
Orange	129 065	4%	+ 1 231
Lemon	37 504	2%	+ 2 419
Grapefruit	3 286	1%	- 3 221

530 producers (70% of the harvest in the hands of 10 producers)
19 packing stations (13 for export)
4 juice production facilities
5 000 jobs in the sector

Citrus — Uruguay Outlets	
Export	45%
Domestic	33%
Industry	22%



Exports	<b>122 000 t</b>
Rank in SH exports	4 <sup>th</sup>
% of SH exports	5%

Citrus — Uruguay — Exports			
tonnes	Exports		Trend since 2003-04
	in 2008-09	Percentage of SH exports	
Easy peelers	37 139	11%	+ 500
Orange	66 562	5%	- 6 388
Lemon	14 511	3%	+ 2 193
Grapefruit	283	0%	- 1 430

Citrus — Uruguay — Major markets		
	Percentage of total citrus exports from Uruguay	Proportion of SH citrus supplied by Uruguay
United States	PR	PR
EU-27	80%	10%
Russia	6%	3%
Japan	PR	PR
Canada	6%	-
Middle East	4%	-
Asia	1%	-

PR: phytosanitary restrictions

\*SH: southern hemisphere

Photos © Régis Domergue



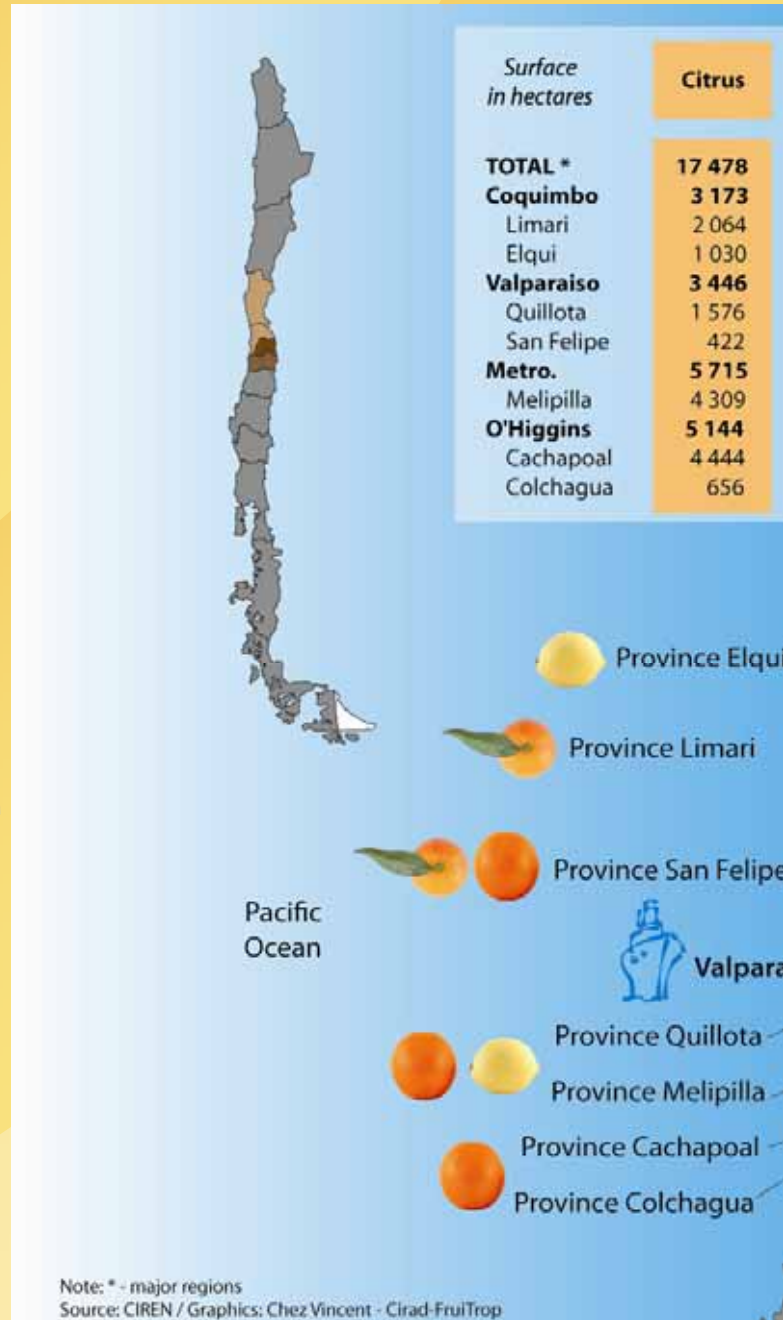


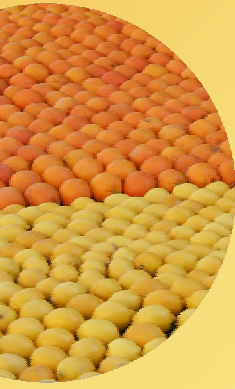
Summer citrus  
producer country  
sheet

# Chile



**A**lthough citrus is not a major crop in this great fruit producing country, Chile has nonetheless gained increasing importance on the counter-season market in recent years thanks to the recent opening of the United States market. Orange and lemons, the two main crops, and easy peelers whose development is more recent are found in the zone with a Mediterranean climate between the south of Region IV (Coquimbo) and the centre of Region VI (O'Higgins). Nearly 80% of the 7 900 ha of orange groves are between the south of the Metropolitan region (Maipo valley around Melipilla/Maipo and Talagante) and the centre of Region VI. About 50% of the 7 000 ha of lemon is in a zone straddling Region V and the Metropolitan region around Melipilla, Petorca and Quillota. The easy peeler plantations, totalling 2 300 ha, are concentrated mainly in the southern part of Region IV (Limari Elqui), with a few other areas in the Aconcagua valley in Region V and Melipilla in the Metropolitan region. Most of the crop is sold on the domestic market. However, the removal of sanitary barriers preventing access of easy peelers and oranges to the USA, a profitable nearby market, has enabled exports to get under way. Shipments were previously moderate, consisting mainly of lemon for Japan and North America and modest volumes of oranges for Japan and the EU, but have now diversified and increased strongly, reaching 100 000 t in 2009. An increasing area is being devoted to growing late citrus (easy peelers and 'Navel' oranges).





Production	400 000 t
Rank in SH* production	5 <sup>th</sup>
Areas	21 036 ha
Average yield	15.9 t/ha

Citrus — Chile — Production			
tonnes	Production		Trend since 2003-04
	in 2008-09	Percentage of SH production	
Easy peelers	60 000	6%	nd
Orange	160 000	5%	+ 22 500
Lemon	180 000	9%	+ 17 500
Grapefruit	nd	na	nd

Citrus — Chile Outlets	
Export	26%
Domestic	73%
Industry	1%

Lemon	Orange	Easy peelers	Grapefruit	Tangelo
7 031	7 895	2 280	238	35
1 245	415	1 478	12	23
543	370	1 121	7	23
678	9	338	6	0
1 696	1 221	416	108	5
767	589	169	50	2
53	192	167	11	0
3 118	2 263	272	55	7
2 311	1 725	235	35	4
972	3 996	114	62	0
712	3 556	114	62	0
218	439	0	0	0



Exports	106 987 t
Rank in SH exports	5 <sup>th</sup>

Citrus — Chile — Exports			
tonnes	Exports		Trend since 2003-04
	in 2008-09	Percentage of SH exports	
Easy peelers	28 269	8%	+ 8 498
Orange	37 967	3%	+ 18 466
Lemon	39 107	7%	+ 4 046
Grapefruit	1 644	1%	- 633

Citrus — Chile — Major markets		
	Percentage of total citrus exports from Chile	Proportion of SH citrus supplied by Chile
United States	56%	35%
EU-27	18%	2%
Russia	0%	0%
Japan	21%	17%
Others	5%	na

Photos © Eric Imbert, Henri Vannière et Régis Domergue

\*SH: southern hemisphere



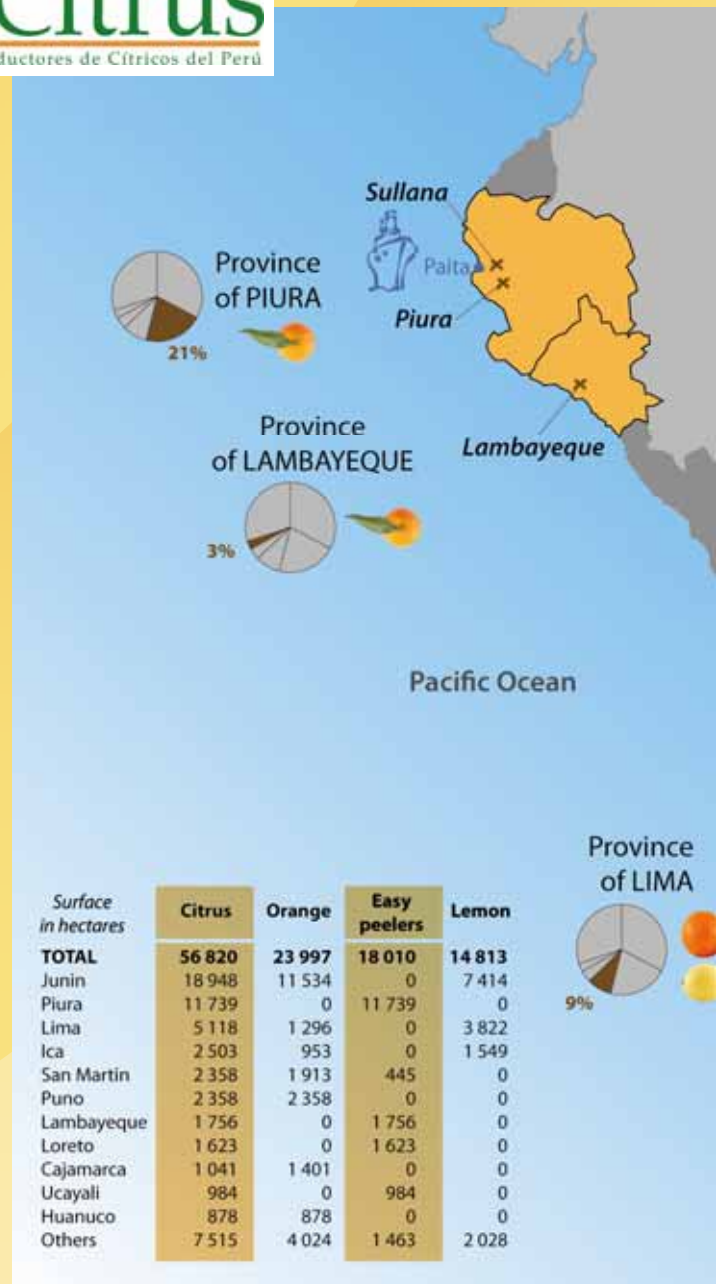
Summer citrus  
producer country  
sheet

# Peru



**W**ith production exceeding 800 000 t, Peru is one of the leading southern hemisphere production countries. Although with a population of 24 million the domestic market is the main outlet, a few large agroindustrial groups have diversified their activities by developing exports since the beginning of the 2000s, with volumes averaging 55 000 t in 2008-09. The greater proportion of the shipments consists of easy peelers that come partly from the alluvial valleys that cross the desert-like coastal strip in the provinces of Lima departments (Canete, Huaral and Huaura departments) and Ica (Chincha, Nazca, Pisco and Ica departments). The agroclimatic conditions feature a favourable climate, surface or underground water and total control of tree nutrition. This results in excellent yields under favourable cost conditions as labour is inexpensive. The rest of the area is in the foothills of the Andes on the Amazonian side in the province of Junin (Satipo and Chanchamayo). Oranges account for most of the area and are grown in these zones. However, exports are very limited because the varieties of interest to the international market are produced in regions with difficult access. Limes are grown for the local market. In spite of restricted access to the United States because of the presence of fruit fly, this market is taking a growing share of shipments

since the signing of the TLC free trade agreement in 2006, at the expense of the EU. ProCitrus, the trade organisation that has supervised the sector since 2005 succeeded in gaining entry to the Chinese market in 2009. Production of easy peelers should continue to increase rapidly.







Production (aver. 2008-09)	<b>820 766 t</b>
Rank in SH* production	3 <sup>rd</sup>
Areas	56 820 ha
Average yield	14.4 t/ha

20 000 producers (of which 100 export fruit)
8 packing stations approved for exports
15 000 jobs in the export sector

Citrus — Peru — Production			
tonnes	Production		Trend since 2003-04
	in 2008-09	Percentage of SH production	
Easy peelers	194 794	21%	+ 26 472
Orange	384 789	11%	+ 66 734
Lemon	236 945	12%	+ 14 809
Grapefruit	4 239	1%	nd

Citrus — Peru Outlets	
Export	7%
Domestic	93%
Industry	0%



Exports	<b>55 087 t</b>
Rank in SH exports	6 <sup>th</sup>

Citrus — Peru — Exports			
tonnes	Exports		Trend since 2003-04
	in 2008-09	Percentage of SH exports	
Easy peelers	45 763	14%	+ 29 532
Orange	9 211	1%	+ 8 945
Grapefruit	117	0%	+ 97

Citrus — Peru — Major markets		
	Percentage of total citrus exports from Peru	Proportion of SH citrus supplied by Peru
United States	31%	10%
EU-27	63%	3%
Others	7%	-

Photos © Eric Imbert et Régis Domergue

\*SH: southern hemisphere

# Easy peelers

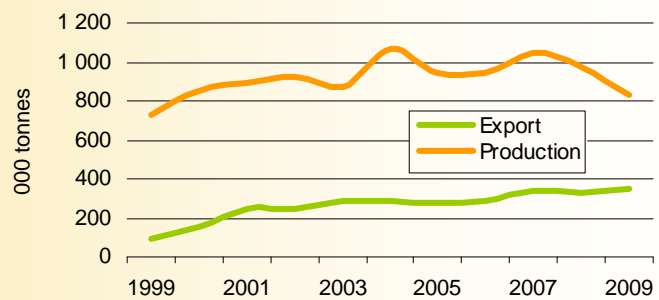
	Average for 2007-08*	Trend since 2003-04
Production	<b>1.1 million tonnes</b>	+ 50 000 tonnes
Exports	<b>335 000 tonnes</b>	+ 55 000 tonnes

\* excluding 2009 season (weather problems in Argentina)

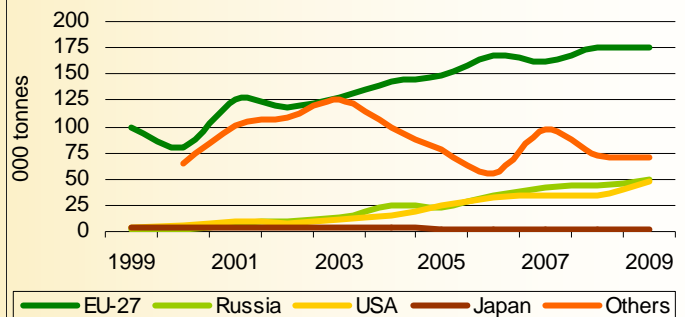
## Exemplary dynamics

The entire planted area is increasing, with particular focus on hybrids. Chile and South Africa are large clementine producers and are now diversifying and developing late cultivars. The same is true of Peru, where easy peelers are a favourite of the large commercial groups seeking to diversify. 'Nadorcott' is being planted actively alongside the traditional 'Satsuma'. This activity upstream just seems to be a response to demand, which has grown so briskly that it has even exceeded supply in recent years. Demand is also practically universal. Consumption has doubled in the EU in ten years and is now approaching 200 000 t. Likewise, the Russian and American markets—non-existent in the early 2000s—each import some 50 000 t. Only Japan, the other Asian markets and the Middle East seem to be somewhat stagnant. The growth trend does not show signs of stopping. Consumption levels in the United States and Russia seem to indicate further room for development. Likewise, although some EU markets are already large consumers, such as the United Kingdom whose imports account for more than 50% of European imports, others are practically nonexistent, such as France and the southern European countries. Substantial promotion is needed to establish a position, given the firm presence of seasonal fruits. Caution is necessary at the beginning of the season, especially as regards 'Satsuma', with a view to developing a new range of high-quality varieties for the spring in the Mediterranean.

Easy peelers - Southern hemisphere - Production and exports



Easy peelers - Southern hemisphere - Major markets imports



Easy peelers — Southern hemisphere Evolution of production and areas				
	Production (t)		Area (ha)	
	2008-09	Trend since 2003-04	2008	Trend since 2006
S. Africa	157 000	- 30 000	5 033	+ 349
Argentina	450 000	+ 20 000	35 793	- 18
Uruguay	90 000	+ 15 000	6 424	+ 580
Chile	*60 000	na	*3 448	na
Peru	195 000	+ 26 000	14 813	na
Australia	116 000	+ 7 000	**4 203	na

\*2007 / \*\*2003 / Sources: CGA, Federcitrus, DIEA, Citrus Australia, Procitrus, OPEDA-CIREN

Easy peelers Summer season Consumption g per person	
EU-15	390
EU-27	350
Russia	330
USA	*190
EU-12	90
Japan	20

\* Southern hemisphere only; 205 when Florida is added (Seald Sweet estimate)

Easy peelers — Southern hemisphere — Major countries exports											
tonnes	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Argentina	31 633	23 968	36 279	41 369	38 669	65 190	72 276	84 381	99 239	96 992	114 457
South Africa	na	64 980	120 170	106 779	139 616	101 390	85 155	88 165	101 369	110 135	90 531
Chile	4 819	6 896	10 145	12 536	12 876	17 861	21 681	24 957	26 424	23 677	32 861
Uruguay	26 930	18 523	35 050	26 914	36 081	37 195	44 498	40 916	47 000	38 277	36 000
Australia	17 276	26 784	23 522	28 693	28 253	29 752	22 873	27 440	22 120	30 269	29 500
Peru	na	1 566	6 182	11 411	8 695	13 717	18 744	21 747	37 224	50 188	41 338

Professional sources

Easy peelers — Southern hemisphere — Major markets imports											
tonnes	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>EU-27</b>	<b>99 641</b>	<b>79 230</b>	<b>125 321</b>	<b>117 207</b>	<b>127 294</b>	<b>141 980</b>	<b>148 879</b>	<b>167 081</b>	<b>162 696</b>	<b>175 825</b>	<b>174 313</b>
South Africa	49 794	37 085	61 464	47 826	51 088	53 390	52 742	54 790	68 412	70 389	65 167
Argentina	21 777	17 159	22 519	29 389	25 119	33 287	26 750	39 271	33 022	36 243	46 315
Uruguay	21 624	15 499	27 302	20 383	29 293	23 554	33 540	36 336	34 359	31 046	33 903
Peru	381	805	4 792	8 763	9 347	16 611	24 926	25 728	18 469	30 981	23 413
<b>Russia</b>	<b>2 478</b>	<b>1 732</b>	<b>8 293</b>	<b>9 664</b>	<b>13 699</b>	<b>24 126</b>	<b>23 154</b>	<b>33 830</b>	<b>41 821</b>	<b>42 877</b>	<b>50 056</b>
Argentina	1 784	1 213	4 174	5 998	6 735	13 287	18 572	26 295	32 888	29 228	38 912
South Africa	616	226	1 428	2 391	4 276	8 671	718	4 654	5 715	10 549	9 331
<b>USA</b>	<b>4 081</b>	<b>5 728</b>	<b>8 722</b>	<b>7 425</b>	<b>11 932</b>	<b>14 997</b>	<b>24 003</b>	<b>31 981</b>	<b>33 402</b>	<b>33 559</b>	<b>48 263</b>
Chile	68	0	0	0	0	2	8 009	11 846	11 990	16 291	27 335
Peru	0	0	0	0	0	0	0	1 891	11 054	8 753	10 634
<b>Japan</b>	<b>4 497</b>	<b>3 416</b>	<b>4 550</b>	<b>4 227</b>	<b>2 991</b>	<b>2 920</b>	<b>2 634</b>	<b>1 831</b>	<b>2 466</b>	<b>2 330</b>	<b>1 824</b>
Australia	1 688	1 510	1 758	935	1 010	1 119	612	1 028	1 075	1 508	1 173
<b>Others</b>	<b>65 644</b>	<b>101 720</b>	<b>108 753</b>	<b>108 753</b>	<b>126 586</b>	<b>99 096</b>	<b>79 032</b>	<b>54 391</b>	<b>96 483</b>	<b>71 439</b>	<b>70 732</b>

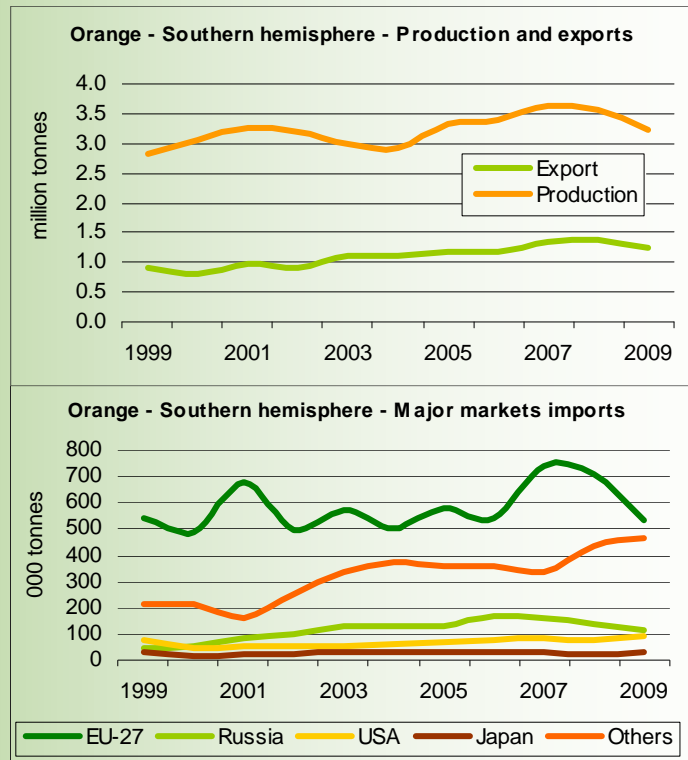
Sources: national customs authorities, producers' associations, plant sanitary control services

# Orange

	Average 2008-09	Trend since 2003-04
Production	<b>3.4 million tonnes</b>	+ 440 000 tonnes
Exports	<b>1.3 million tonnes</b>	+ 142 000 tonnes

## World market growth should not be overestimated

Southern hemisphere production has increased strongly in recent years, mainly as a result of the development of orchards in South Africa and Argentina. The normal world harvest volume would be closer to 3.6 million tonnes than the 3.2 million tonnes recorded in 2009—a reflection of the meteorological problems in Argentina and Australia in recent years. Production will continue to grow in the coming years but at a slower rate. The planted area is still increasing in modest exporting countries such as Peru, Chile and Uruguay. However, the area in Argentina decreased slightly from 2006 to 2008. Growth of South African production should slow as although 'Valencia' was planted heavily until 2007, the boom for planting 'Navel' seems to be over since 2006. Where will this additional production go? Russia has considerable potential, given its dynamics before the economic downturn and consumption levels. In contrast, the Middle Eastern markets have formed one of the driving forces in recent years but would seem close to maturity, given the population (40 million, excepting the very closed Yemen) and its imports. The Chinese market still has strong potential, especially as the sanitary protocols are now less strict for certain sources. However, imports are still very limited for the moment. It might well be the moment to concentrate again on the development of the US market, where consumption is small, and of the EU market where pressure from Mediterranean production is increasing.



Orange — Southern hemisphere Evolution of production and areas				
	Production (t)		Area (ha)	
	2008-09	Trend since 2003-04	2008	Trend since 2006
S. Africa	1 500 000	+ 260 000	38 683	+ 1 051
Argentina	800 000	+ 85 000	49 391	- 1 497
Uruguay	130 000	+ 1 000	7 599	+ 1 147
Chile	155 000	+ 22 000	9 231	na
Peru	385 000	+ 67 000	23 997	na
Australia	434 000	+ 4 500	*20 359	na

\*2003 / Sources: CGA, Federcitrus, DIEA, Citrus Australia, Procitrus, OPEDA-CIREN

Orange Summer season Consumption kg per person	
EU-15	1.62
EU-27	1.24
Russia	0.89
EU-12	0.32
Japan	0.21
USA	*0.09

\* southern hemisphere only; 1.1 when California and Florida are added (Seald Sweet estimate)

Orange — Southern hemisphere — Major countries exports											
tonnes	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
South Africa	615 661	579 639	682 900	690 852	854 544	737 146	746 963	765 245	933 913	971 483	857 917
Argentina	72 727	39 218	100 463	82 048	78 721	129 897	172 485	177 877	198 351	155 677	142 016
Australia	143 000	146 000	136 000	94 000	106 000	131 000	128 000	125 000	108 000	130 000	127 000
Uruguay	74 446	42 852	65 036	49 175	68 960	76 939	96 411	78 863	85 800	69 124	64 000
Chile	1 217	3 377	5 192	6 121	9 420	18 202	20 802	25 721	19 885	37 833	38 102
Peru	-	145	278	272	91	232	300	882	7 851	14 571	3 851

Professional sources

Orange — Southern hemisphere — Major markets imports											
tonnes	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>EU-27</b>	<b>544 163</b>	<b>486 802</b>	<b>675 886</b>	<b>496 189</b>	<b>570 874</b>	<b>501 219</b>	<b>578 676</b>	<b>542 880</b>	<b>741 958</b>	<b>704 977</b>	<b>536 976</b>
South Africa	278 898	291 486	328 937	297 435	312 807	260 034	341 031	296 973	448 674	453 956	333 211
Argentina	54 822	31 902	85 666	61 566	68 283	79 584	75 607	81 906	114 628	96 350	81 413
Uruguay	55 577	26 936	51 466	39 930	56 289	51 825	75 145	64 930	72 261	57 700	59 293
<b>Russia</b>	<b>46 492</b>	<b>52 998</b>	<b>84 978</b>	<b>98 940</b>	<b>128 236</b>	<b>130 818</b>	<b>126 565</b>	<b>167 417</b>	<b>163 367</b>	<b>135 145</b>	<b>116 969</b>
South Africa	24 452	26 236	62 650	85 098	103 572	75 895	56 096	88 801	101 044	95 372	89 574
Argentina	17 648	8 525	12 739	4 100	6 938	38 461	51 737	67 438	60 253	34 398	21 840
Uruguay	-	13 598	6 672	4 623	9 653	8 630	16 383	11 178	2 070	5 375	5 555
<b>USA</b>	<b>76 223</b>	<b>42 726</b>	<b>49 955</b>	<b>54 977</b>	<b>50 980</b>	<b>61 929</b>	<b>67 496</b>	<b>72 481</b>	<b>81 902</b>	<b>75 286</b>	<b>92 759</b>
South Africa	750	9 414	17 419	16 219	23 126	26 766	28 193	35 383	28 658	33 636	27 246
Australia	22 138	24 081	16 133	20 813	19 737	22 685	27 446	22 318	28 969	21 505	23 486
Chile	0	0	0	0	0	0	0	20	2 445	0	20 312
<b>Japan</b>	<b>27 074</b>	<b>16 111</b>	<b>20 418</b>	<b>22 220</b>	<b>28 847</b>	<b>27 137</b>	<b>30 785</b>	<b>32 677</b>	<b>29 549</b>	<b>26 224</b>	<b>27 583</b>
South Africa	13 846	8 547	9 337	8 028	13 276	10 216	10 960	7 714	10 298	8 433	7 370
Australia	12 460	6 245	7 238	8 765	9 238	6 493	8 443	15 522	15 520	13 093	18 324
<b>Others</b>	<b>213 099</b>	<b>212 595</b>	<b>158 633</b>	<b>250 141</b>	<b>338 800</b>	<b>372 313</b>	<b>361 438</b>	<b>358 133</b>	<b>337 025</b>	<b>436 931</b>	<b>463 598</b>

Sources: national customs authorities, producers' associations, plant sanitary control services



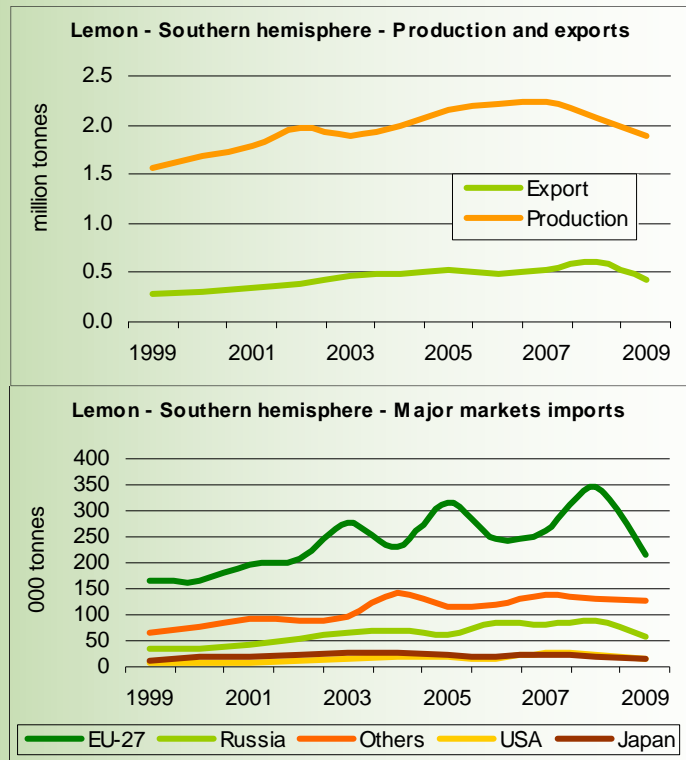
# Lemon

	Average for 2006-07*	Trend since 2003-04
Production	<b>2.2 million tonnes</b>	+ 440 000 tonnes
Exports	<b>510 000 tonnes</b>	+ 142 000 tonnes

\*excluding 2008-2009 seasons (weather problems in Argentina)

## The future is in the East... unless progress is made in the United States

Like oranges, the volumes harvested in the last two years do not reflect the size of the planted area, as Argentina has had meteorological problems. Production is more of the order of 2.2 million tonnes and should continue to increase in the coming seasons. Although the area under lemon seems to have stabilised in South Africa, it is still increasing markedly in Argentina, but there is no recent cadastral information available for the Valparaiso region, the main production area in Chile. The new EU member states and, more still, Russia, are probably the open markets with the greatest potential for development: each lacks some 60 000 to 70 000 t to match the EU-15 consumption level. However, their growth potential should not be over-estimated as lemon consumption is not elastic. Beyond this, scope for development seems limited. Will the southern hemisphere be able to continue to glean a little market share in EU-15 from Spain, where 'Verna' seems to be interesting certain producers again? As for oranges, the markets in the Arabian peninsula seem fairly close to saturation. The size of the markets in Asia, where acid fruits are little sought-after, will remain limited. There remains the currently profitable processing industry and the United States market, that is regularly about to open up.



Lemon — Southern hemisphere Evolution of production and areas					Lemon Summer season Consumption g per person	
	Production (t)		Area (ha)		EU-15	EU-27
	2008-09	Trend since 2003-04	2008	Trend since 2006		
S. Africa	220 000	+ 20 000	4 426	+ 18	700	560
Argentina	*1 500 000	+ 220 000	43 844	+ 1 647	500	590
Uruguay	37 000	+ 2 500	1 821	+ 64	140	140
Chile	180 000	+ 17 500	**7 856	na	60	60
Australia	29 000	- 5 000	***1 212	na		

\*excluding 2008-09 seasons (climatic problems) / \*\*2007 / \*\*\*2003 / Sources: CGA, Federicitrus, DIEA, Citrus Australia, Procitrus, OPEDA-CIREN

\* S. hemisphere only

Lemon — Southern hemisphere — Major countries exports											
tonnes	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Argentina	197 608	205 523	237 792	268 052	335 925	319 199	379 463	325 653	358 524	406 301	253 977
South Africa	50 466	61 675	74 320	79 034	97 963	115 859	106 635	112 329	110 308	143 703	125 740
Chile	13 923	18 047	20 968	25 932	28 679	35 096	35 025	33 180	46 904	41 251	36 962
Uruguay	15 965	10 999	17 396	9 320	11 317	13 319	16 170	14 975	13 800	14 511	14 511
Australia	5 021	3 340	3 603	3 945	2 626	1 099	740	151	722	917	1 017

Professional sources

Lemon — Southern hemisphere — Major markets imports											
tonnes	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>EU-27</b>	<b>166 593</b>	<b>163 937</b>	<b>194 766</b>	<b>207 765</b>	<b>275 142</b>	<b>230 114</b>	<b>316 025</b>	<b>247 195</b>	<b>260 451</b>	<b>344 251</b>	<b>215 279</b>
Argentina	142 325	135 116	153 593	174 021	238 201	182 963	254 837	192 185	219 916	267 893	163 902
South Africa	12 090	19 956	27 089	25 894	26 727	37 096	46 985	42 844	30 722	64 830	38 937
Uruguay	10 883	7 814	13 180	7 040	8 962	9 510	13 558	11 985	9 342	10 002	10 167
<b>Russia</b>	<b>33 287</b>	<b>34 224</b>	<b>41 279</b>	<b>55 636</b>	<b>63 761</b>	<b>67 763</b>	<b>62 793</b>	<b>83 988</b>	<b>79 561</b>	<b>86 950</b>	<b>55 910</b>
Argentina	33 072	32 104	39 354	53 230	60 330	64 529	59 720	78 656	75 945	80 070	44 461
South Africa	212	185	858	1 605	2 244	2 808	2 286	4 828	3 490	6 390	11 352
<b>USA</b>	<b>7 899</b>	<b>6 939</b>	<b>6 796</b>	<b>11 104</b>	<b>15 765</b>	<b>19 867</b>	<b>20 665</b>	<b>15 730</b>	<b>28 009</b>	<b>22 072</b>	<b>16 921</b>
Chile	7 896	6 892	6 796	10 719	14 210	19 397	20 295	15 709	27 591	21 598	16 822
<b>Japan</b>	<b>11 716</b>	<b>17 553</b>	<b>18 978</b>	<b>22 968</b>	<b>25 275</b>	<b>25 447</b>	<b>22 240</b>	<b>21 120</b>	<b>23 215</b>	<b>20 631</b>	<b>14 880</b>
<b>Others</b>	<b>63 488</b>	<b>76 930</b>	<b>92 260</b>	<b>88 810</b>	<b>96 567</b>	<b>141 382</b>	<b>116 311</b>	<b>118 255</b>	<b>139 021</b>	<b>131 862</b>	<b>128 200</b>

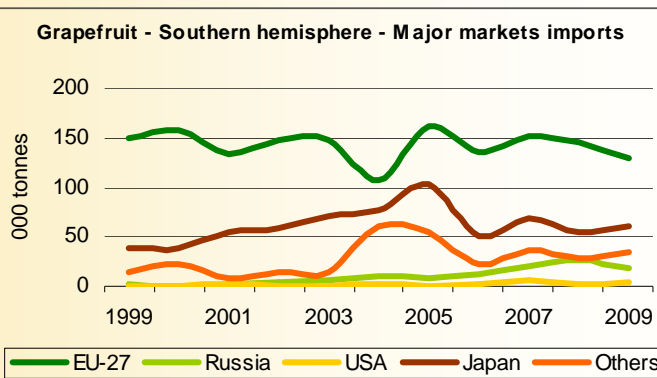
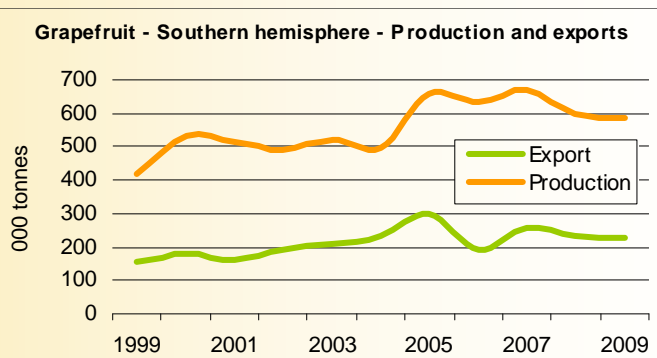
Sources: national customs authorities, producers' associations, plant sanitary control services

# Grapefruit

	Average for 2008-09	Trend since 2003-04
Production	<b>955 000 tonnes</b>	+ 85 000 tonnes
Exports	<b>230 000 tonnes</b>	+ 10 000 tonnes

## Caution after the blow

After hopes were raised by the decline of Florida produce on the international market, southern hemisphere producers have received something of a blow. Their sales have tended to decrease in recent years rather than increase. Little retail shelf-space seems to be devoted to grapefruit in the winter, for lack of the substantial driving effect of high-quality Florida fruits on consumption. They no longer achieve their former sales in the summer. The Japanese market has shrunk by about 25 to 30%. Consumption has held up better in the EU, the world's leading importer, but is nonetheless tending to lose a little ground. The promotion campaign launched by the Citrus Growers Association (CGA) of South Africa in the United Kingdom seems more than welcome. There are not many alternatives to these two heavyweight markets. There is still Russia, where the market is growing but consumption is still small. Southern hemisphere producers seem to have measured the limited prospects for the development of the grapefruit market. The planted area is tending to decrease in Argentina and planting is less intense in South Africa, where production seems to be stabilising.



Grapefruit — Southern hemisphere Evolution of production and areas				
	Production (t)		Area (ha)	
	2008-09	Trend since 2003-04	2008	Trend since 2006
S. Africa	355 000	+ 44 000	9 166	+ 715
Argentina	220 000	+ 40 000	10 427	- 703
Uruguay	3 300	- 3 300	302	+ 32
Mexico	90 000	+ 10 000	7 960	+ 104
Australia	9 000	- 2 000	*566	na
Chile	na	na	355	na

Grapefruit Summer season Consumption g per person	
EU-15	340
EU-27	270
Russia	160
EU-12	190
Japan	450
USA*	10

\* S. hemisphere only

\*2003 / Sources: CGA, Federcitrus, DIEA, Citrus Australia, Procitrus, OPEDA-CIREN, SIAP

Grapefruit — Southern hemisphere — Major countries exports											
tonnes	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
South Africa	132 196	158 297	138 356	166 404	169 035	184 451	251 345	157 792	214 620	186 400	199 504
Argentina	21 412	17 360	23 655	22 699	28 995	31 358	35 813	19 987	29 276	33 306	17 892
Uruguay	2 553	995	1 896	1 403	1 557	1 867	1 385	2 335	1 200	265	300
Chile	32	655	538	324	933	3 255	1 358	3 946	1 540	1 813	1 474
Peru	-	-	-	-	1	20	20	23	131	28	206
Mexico	3 149	2 243	7 808	3 169	6 569	10 674	8 167	10 000	9 950	14 338	10 656

Professional sources

Grapefruit — Southern hemisphere — Major markets imports											
tonnes	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>EU-27</b>	<b>148 562</b>	<b>157 761</b>	<b>132 959</b>	<b>146 639</b>	<b>146 825</b>	<b>106 990</b>	<b>160 991</b>	<b>136 086</b>	<b>152 104</b>	<b>145 838</b>	<b>128 662</b>
South Africa	79 072	100 883	69 123	92 386	82 420	56 511	98 337	73 615	91 536	86 851	88 526
Argentina	20 606	14 733	20 309	20 728	27 668	20 034	28 242	17 870	23 513	24 171	14 893
Mexico	2 794	1 657	6 024	3 990	6 121	6 874	5 362	9 684	9 063	12 351	9 127
<b>Russia</b>	<b>1 072</b>	<b>722</b>	<b>2 929</b>	<b>4 516</b>	<b>5 948</b>	<b>10 289</b>	<b>7 861</b>	<b>11 323</b>	<b>20 386</b>	<b>26 759</b>	<b>18 338</b>
South Africa	715	479	1 859	2 319	3 962	6 691	4 170	8 231	15 694	16 805	17 857
Argentina	340	168	900	1 899	1 618	3 386	3 228	3 092	4 692	9 954	481
<b>USA</b>	<b>4</b>	<b>60</b>	<b>1 259</b>	<b>33</b>	<b>115</b>	<b>1 567</b>	<b>506</b>	<b>2 692</b>	<b>5 157</b>	<b>2 741</b>	<b>3 487</b>
<b>Japan</b>	<b>37 496</b>	<b>37 906</b>	<b>54 616</b>	<b>57 707</b>	<b>70 867</b>	<b>76 024</b>	<b>102 036</b>	<b>51 478</b>	<b>68 618</b>	<b>54 109</b>	<b>61 061</b>
South Africa	30 147	32 193	48 431	52 564	65 775	69 408	96 707	48 562	64 335	49 611	57 818
<b>Others</b>	<b>14 457</b>	<b>21 250</b>	<b>8 353</b>	<b>13 839</b>	<b>13 148</b>	<b>59 707</b>	<b>54 635</b>	<b>22 788</b>	<b>36 649</b>	<b>28 099</b>	<b>34 248</b>

Sources: national customs authorities, producers' associations, plant sanitary control services



## Citrus pests and diseases



Citrus diseases	Black spot	Huanglongbing (greening)	Citrus canker
	<b>Fungus:</b> <i>Guignardia citricarpa</i> (asexual form <i>Phyllosticta citricarpa</i> )	<b>Phloem bacteria:</b> <i>Liberibacter africanum</i> , <i>L. asiaticum</i>	<b>Bacterium:</b> <i>Xanthomonas axonopodis</i> pv. <i>citri</i>
<b>Distribution</b>	Asia, East Africa, Southern Africa, South America.	Asia, subtropical and tropical Africa, Middle East.	Asia, South America, Florida, certain regions of Africa.
<b>Symptoms</b>	Small spots on leaves and above all on fruits. Necrotic spots surrounded by a brownish black ring and a yellow halo — variable on fruits.	Shoot yellowing, leaf mottling, small poorly coloured fruits.	Corky pustules on leaves and fruits.
<b>Susceptible species</b>	Broad host spectrum. Affects lemon, grapefruit, lime, mandarin and late orange above all	Broad host spectrum. Affects orange and mandarin above all.	Broad host spectrum. Above all grapefruit, orange, lime and some mandarins.
<b>Transmission</b>	By air and water.	Psyllas ( <i>Diaphorina citri</i> , <i>Trysoza erytreae</i> ).	By air and water.
<b>Economic impact</b>	Early fruit fall in case of serious attack.	Tree dieback, shorter orchard life.	Harvest loss.



Citrus pests	Fruitfly	Thrips	Diaspine
	<b>Diptera Tephritidae:</b> various species of the genera <i>Ceratitís</i> , <i>Anastrepha</i> , <i>Dacus</i> , <i>Bactrocera</i> , etc.	<b>Thysanoptera: thripidae.</b> <i>Scirtothrips</i> spp. ( <i>S. aurantii</i> , <i>S. citri</i> , <i>S. dorsalis</i> )	<b>Hemiptera: Diaspididae.</b> Genera <i>Aonidiella</i> , <i>Unaspis</i> , <i>Chrysomphalus</i> , <i>Cornuaspis</i> , etc.
<b>Distribution</b>	American continent: <i>Anastrepha</i> . Africa: <i>Ceratitís</i> , <i>Dacus</i> . Asia-Pacific: <i>Bactrocera</i> .	Variable according to the species. Present in the Mediterranean area: <i>Tetranychus urticae</i> , <i>Panonychus citri</i> .	Variable according to the species. Present in the Mediterranean area: <i>Aonidiella aurantii</i> , <i>Cornuaspis beckii</i> , etc.
<b>Symptoms</b>	Pricking caused by females laying eggs in the fruits.	Greyish patches in a ring around the fruit stalk (thrips feeding on young fruits).	Scale on leaves, shoots and/or fruits, trees weakened in case of large populations.
<b>Susceptible species</b>	Mandarin, orange, grapefruit. Mandarins and thin-skinned oranges susceptible.	Orange, mandarin, tangor, tangelo, lemon, etc.	Broad host spectrum.
<b>Economic impact</b>	Harvest loss.	Deterioration of the outside appearance of fruits.	Deterioration of the outside appearance of fruits.



# Wholesale market prices in Europe

## May 2010

					EUROPEAN UNION — IN EUROS				
					Germany	Belgium	France	Holland	UK
AVOCADO	Air	TROPICAL	BRAZIL	Box			14.00		
	Sea	FUERTE	KENYA	Box			3.75		6.63
			PERU	Box		5.50	4.33		6.68
	HASS		SOUTH AFRICA	Box	4.75	5.50	4.50	5.50	
			KENYA	Box			6.58		
			MEXICO	Box		8.63			
			PERU	Box		8.63	6.98	7.00	
			SOUTH AFRICA	Box			6.81	7.63	8.66
	Truck	PINKERTON	SOUTH AFRICA	Box				5.75	
	HASS	SPAIN	Box			8.17			
BANANA	Air	RED SMALL	ECUADOR	kg				4.88	
			COLOMBIA	kg		6.59	6.00		
			ECUADOR	kg				5.00	
	Sea	SMALL	ECUADOR	kg			1.80		
CARAMBOLA	Air		MALAYSIA	kg	4.57	4.59	5.00	4.14	
	Sea		MALAYSIA	kg				3.29	
CHAYOTE	Air		COSTA RICA	kg		1.76	1.40	1.19	
COCONUT	Sea		COSTA RICA	Bag		8.00			
			COTE D'IVOIRE	Bag		12.50	7.20	7.31	
			SRI LANKA	Bag				15.00	
DATE	Sea	NOT DETERMINED MEDJOOOL	TUNISIA	kg				1.77	
			ISRAEL	kg			6.60	6.98	
			MEXICO	kg	9.60			8.50	
GINGER	Sea		THAILAND	kg		1.77			
			CHINA	kg		1.68	1.80		
GUAVA	Air		BRAZIL	kg			4.80	5.83	
			THAILAND	kg		6.63			
KUMQUAT	Air		ISRAEL	kg		4.79			
			SOUTH AFRICA	kg		4.79			
LIME	Air		MEXICO	kg			4.10		
	Sea		BRAZIL	kg	1.67	1.89	1.56	1.87	
			MEXICO	kg				2.33	
LITCHI	Sea		THAILAND	kg		6.25			
LONGAN	Sea		THAILAND	kg		7.67			
MANGO	Air	KENT	BRAZIL	kg				3.75	
			COTE D'IVOIRE	kg		4.17			
			MALI	kg		3.67	3.20	4.17	
	AMELIE		BURKINA FASO	kg			3.20		
			MALI	kg			2.40		
			BURKINA FASO	kg			2.50		
	PALMER		BRAZIL	kg	3.50				
			NAM DOK MAI	THAILAND	kg				7.00

					EUROPEAN UNION — IN EUROS				
					Germany	Belgium	France	Holland	UK
MANGO	Sea	ATKINS	BRAZIL	kg	1.05			1.63	1.16
			MEXICO	kg				1.95	
		KENT	COTE D'IVOIRE	kg		1.44	1.55	1.31	
			MALI	kg			1.55		
MANGOSTEEN	Air		ECUADOR	kg		6.00			
			THAILAND	kg		6.00		6.50	
MANIOC	Sea		COSTA RICA	kg		1.32	1.35	1.11	
PAPAYA	Air	NOT DETERMINED FORMOSA	BRAZIL	kg		3.20	3.50		
			BRAZIL	kg	3.11			3.22	
	Sea	NOT DETERMINED	BRAZIL	kg		1.71		2.21	
PASSION FRUIT	Air	PURPLE	COLOMBIA	kg			6.20	4.63	
			KENYA	kg		4.25			
			SOUTH AFRICA	kg	6.50			4.63	
			ZIMBABWE	kg		5.40	6.20	4.63	
			COLOMBIA	kg	9.00	7.75		7.75	
	YELLOW								
PERSIMMON	Sea		BRAZIL	kg		2.50		2.20	3.84
PHYSALIS	Air	PREPACKED	COLOMBIA	kg				9.88	9.30
	Sea		COLOMBIA	kg	7.92				
PINEAPPLE	Air	SMOOTH CAYENNE VICTORIA	GHANA	kg		1.50	1.65		
			MAURITIUS	Box		11.40		12.50	
			REUNION	Box		13.00			
			REUNION	kg			4.40		
			SOUTH AFRICA	Box	12.00	11.40		10.50	
	Sea	MD-2	COSTA RICA	Box	8.50	7.80	6.75		6.56
PITAHAYA	Air	RED	THAILAND	kg	6.00				
			VIET NAM	kg		9.25		6.17	
			YELLOW	kg		7.00		7.80	
PLANTAIN	Sea		COLOMBIA	kg				0.93	
			ECUADOR	kg			0.85		
RAMBUTAN	Air		THAILAND	kg		5.50		6.50	
SWEET POTATO	Sea		HONDURAS	kg					1.07
			ISRAEL	kg		1.17			
			SOUTH AFRICA	kg			1.40	1.05	1.25
TAMARILLO	Air		COLOMBIA	kg		5.98		5.40	
YAM	Sea		GHANA	kg			1.00	1.00	

Note: according to grade

These prices are based on monthly information from the Market News Service, International Trade Centre UNCTAD/WTO (ITC), Geneva.  
MNS - International Trade Centre, UNCTAD/WTO (ITC), Palais des Nations, 1211 Geneva 10, Switzerland  
T. 41 (22) 730 01 11 / F. 41 (22) 730 09 06

# SERVICE PROCUREMENT NOTICE



(Publication)

## 1. Contract title:

Technical services to enable ACP producers and exporters to comply with new food safety regulations and standards as well as sustainability standards (environment, ethical, fair trade). PIP Programme Phase 2 (CRIS 2009/219-304) Financing: 10th EDF

## 2. Location:

ACP countries

## 3. CPV code:

03221200-8 / Vegetables – Fruits

## 4. Contracting Authority:

PIP-Coleacp, 5 rue de la Corderie, CENTRA 342,  
94586 RUNGIS Cedex, France

## 5. Contact point:

Email: [pip@coleacp.org](mailto:pip@coleacp.org)

By phone: 00 32 2 508 10 90

Contact to the attention of: LUGROS Harry / THIEL Elena

## 6. Publication of the detailed Procurement Notice on the internet site of the Contracting Authority:

<http://www.coleacp.org/pip>

## 7. Procedure

Restricted international tender procedure

## 8. Contract description

This tender covers the supply of technical expertise to support the implementation of PIP phase 2.

## 9. Number, title and budget of lots

Lot 1: Training : budget lot 1: 3.200.000 €

Lot 2: Support to food safety compliance: budget lot 2: 3.550.000 €

Lot 3: Validation/certification : budget lot 3: 1.550.000 €

Lot 4: Market access: budget lot 4: 1.500.000 €

Lot 5: Analysts : budget lot 5: 750.000 €

## 10. Deadline for receipt of applications:

**13/08/2010 at 17h (Brussels time)**

# AVIS DE MARCHÉ DE SERVICE



(Publication)

## 1. Intitulé du marché :

Appui à la mise en conformité des produits horticoles ACP avec les exigences réglementaires et les demandes du marché (standards privés)  
Programme PIP Phase 2 (CRIS 2009/219-304)  
Financement 10<sup>e</sup> FED

## 2. Lieu(x) d'exécution :

Pays ACP

## 3. Objet Principal (code CPV)

03221200-8 / Légumes – Fruits

## 4. Pouvoir adjudicateur :

PIP-Coleacp, 5 rue de la Corderie, CENTRA 342,  
94586 RUNGIS Cedex, France

## 5. Point de contact / Renseignements d'ordre administratif

Par email à l'adresse suivante : [pip@coleacp.org](mailto:pip@coleacp.org)

Par téléphone: 00 32 2 508 10 90

Contact à l'attention de : LUGROS Harry / THIEL Elena

## 6. Publication de l'Avis de Marché détaillé sur le site internet du pouvoir adjudicateur

<http://www.coleacp.org/pip>

## 7. Procédure

Procédure d'Appel d'Offres Restreint International

## 8. Description du Marché

Ce marché concerne la fourniture de services d'appui à la mise en œuvre technique du PIP phase 2 et de ce fait, les expertises recherchées couvrent toutes les compétences sectorielles utiles au programme.

## 9. Nombre, intitulé et budget des lots

Lot 1 : Formation : budget lot 1: 3.200.000 €

Lot 2 : Appui à la mise en conformité : budget lot 2: 3.550.000 €

Lot 3 : Validation/certification : budget lot 3: 1.550.000 €

Lot 4 : Accès au marché : budget lot 4: 1.500.000 €

Lot 5 : Analystes : budget lot 5: 750.000 €

## 10. Date limite de réception des candidatures :

**13/08/2010 à 17h (heure de Bruxelles)**



## Growing and delivering fresh produce



Katopé's diversified production base allows to produce and to ship a huge variety of fresh produce throughout the year, including citrus fruit like easy peelers, grapefruit, oranges and lemons.

All Katopé growers and supply partners are committed to advanced safety, ethical and environmental standards.

**katopé**



*The personal touch*