

Morocco, Prices see a turnaround for tomatoes and citrus

2013 ended on a good note for the export farmers of Souss. After a difficult start they managed to achieve a good month for all of their products in December, despite a drop in prices over the festive season.

The prices which were about 1€/kg for export went down to 0.7€/kg. However the producers are expecting a recovery on the 6th or 7th January. At the moment, because of a 30% drop of product on offer due to the cold climate that hit the production zones, the prices have vastly increased on the local market. On December 30th last year, a box of 30kg tomatoes sold for 11.74€ in the wholesale market in Inezgane. The local market is therefore more rewarding than the export which only gives the tomato producer 0.26€ per kilo whereas the local market pays over 0.34€/kg.

However, exporters remain confident about the rest of the export marketing year. At least that is what the growth prices recently seen on the Russian market suggest.

Citrus fruit farmers are also on their way out of the current situation. According to a well informed source clementines have gone from 300 dollars/ton to 600 even 800 dollars/ton, compared to 900 dollars at the same time last year. It is important to note that the primary clementine market originates from Morocco (60% of citrus exportation). It is difficult to make up for the meltdown at the beginning of the year.

The climate conditions last October marked by high temperatures, the flavour of many clementine crops and a not very receptive market led to very low prices. The recovery was only noticed during the month of December. Four insufficient weeks to get businesses' cash flow back on track. Furthermore, the clementine represents about 45% of citrus export and 58% of small fruit export. The professionals do little to regulate the export with other varieties coming after the clementine. This is how the export of the Nour variety was delayed and the profession agreed on an export calendar. This sales campaign undoubtedly shows that the sector's business strategy needs to be reviewed. This is required by the growth prospects for production.

Source : <http://www.freshplaza.com/article/116647/France-Prices-see-a-turnaround-for-tomatoes-and-citrus>
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