

Italy: Counterseasonal citrus fruit campaign starts at Fruttital

"The campaign has just started and everything is going according to plan. The last of the produce will be unloaded in mid-September," explains Alessandro Canalella, Sales Manager for Fruttital.

Fruttital is expecting to handle around 7,000 tons in total, 50% of which will be represented by lemons, 25% by oranges and 25% by grapefruit. 30-35% of the produce is destined to the processing industry.

Fruttital Srl is the main distributor of imported produce in Italy and supplies all wholesale markets - among which are Albenga, Bari, Bologna, Cagliari, Florence, Milan, Rome and Verona - with over 200 products.

"During this campaign, we will sell part of selected high-quality produce under the F.Ili Orsero brand. The first F.Ili Orsero lemons will arrive from Israel and then from Argentina and South Africa."

Considering that Fruttital imports also include South African oranges, they were asked to comment on the latest EC regulations concerning the CBS-Citrus Black Spot. Canalella replied that "our producers are carefully selected and grow high-quality fruit with excellent organoleptic qualities. We believe that, if the right preventive measures are taken in the country of origin, then there won't be the need to block imports. Anyway we are constantly monitoring the situation and considering alternative supply options, should they become necessary."

The lime situation

Demand and prices of the produce are roughly in line with 2013, except for lime.

The Sales Manager explains that "recently, the lime market was strongly affected by bad weather in Mexico (the main producer country), so the campaign started really late. Volumes are limited in Brazil too. That is why prices are high, although slowly things are getting back to normal."

"We select part of the product which we sell under the F.Ili Orsero brand in a particular flow pack packaging."

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