



Spain: Andalusian companies promote their citrus fruits in Brazil

A total of 13 Andalusian horticultural companies have been promoting their citrus fruits in Brazil in the framework of a direct commercial mission to the Latin American country. This has been organized by the Ministry of Knowledge, Research and Universities, through the Andalusian Extenda-Agency of Foreign Promotion, in partnership with Asociafruit. The action took place between September 17 and 21 in Sao Paulo, Brazil.

Thanks to the mission, which had the support of the Extenda Office in Sao Paulo, the Andalusian agro-food companies have had the opportunity to promote their citrus fruits in one of the most relevant markets for the sector, since Brazil accounts for the largest production of oranges and orange juice in the world and meets half of the world's demand, according to a statement from Extenda.

The Andalusian firms have also had the chance to gather information on the current situation of the Brazilian citrus sector, and the implications that its development can have on the Andalusian, Spanish and European productions in the medium and long term.

90 percent of the Brazilian citrus production, which exceeds 18 million tons, is intended for export and is mostly transformed into juice. To be precise, one out of every three oranges consumed in the world today comes from a relatively small region that includes part of the Brazilian states of Sao Paulo and Minas Gerais.

In order to get a full picture of the sector, Andalusian companies visited a number of citrus plantations, handling warehouses and processing plants. Furthermore, they have been able to improve their knowledge about the HLB (or greening) disease and the advances made in its control and eradication. To this end, they visited farms that have been affected and got in touch with Fundecitrus, the foundation that brings Brazilian citrus producers together.

The Andalusian companies that participated in the mission come mostly from Seville (Asociafruit, Citransat, Citricosplant, Dehesas Blancas, Espafruit, Majaloba, Palmitieri, Paymogo, Primor, SudencitruX), but there were also some from Cordoba (Covidesa and Citraulia) and Cadiz (Frontera Marketing). The mission, organized by Extenda, will be co-financed with funds from the European Union.

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