

Bullish Trend in South African Soft Citrus and Lemon Exports Continues

The production and export of soft citrus, lemons and limes is expected to continue its strong growth in the 2018/19 MY, based on the increase in area planted, high level of new-plantings coming into full production and improved water management techniques by farmers who have been forced to adapt to the frequent drought conditions. Duty free exports of citrus to the United States under the African Growth Opportunity Act (AGOA) are expected to continue their strong annual growth, as the United States is still considered a premium market.

Tangerines/Mandarins (Soft Citrus), Fresh

Production

The production of tangerines/mandarins is estimated to increase by 9 percent to 305,000 MT in the 2018/19 MY, from 280,000 MT in the 2017/18 MY. This is due to the rise in area planted, improved water management techniques by farmers and the high level of new-plantings in the past years coming into full production.

There is a growing trend of farmers aggressively establishing new orchards under netting which has improved the water efficiency and the overall quality of soft citrus production in South Africa.

Exports

The exports of tangerines/mandarins is estimated to increase by 9 percent to 285,000 MT in the 2018/19 MY, from 261,000 MT in the 2017/18 MY, based on the increase in production and the industry strategy of prioritizing export markets over domestic markets.

Demand for tangerines/mandarins remains strong in the export markets, with the United Kingdom as the leading export market accounting for 30 percent of the total exports. Tangerines/mandarins exports are not impacted by South Africa's CBS challenges in the EU market.





Exports to the United States under the AGOA have grown by an average of 15 percent per year over the past four seasons, from 7,443 MT in the 2013/14 MY, to 13,695 MT in the 2017/18 MY. This growth trend is expected to continue based on the rising U.S. market preference for easy peelers.

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https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Citrus%20Semi-annual_Pretoria_South%20Africa%20-%20Republic%20of_6-18-2019.pdf

