

# season update

This publication has been facilitated by HAL in partnership with Australian Citrus Growers (ACG) and has been funded by the national citrus R&D levy. The Australian Government provides matched funding for all HAL's R&D activities.

## MARKETS – AUGUST 2006 REPORT

From all reports growers and packers have been able to handle the frost situation admirably as fruit has arrived in all markets with little or no signs of frost affliction.

While the volume of fruit to all markets is down, the positive has been the good out-turn, the ability to move third grade fruit to certain markets and also the ability to increase the prices.

In the last week areas of South Africa have had significant rainfalls of over 100mm in certain areas which has slowed harvest and could also have a detrimental effect on the fruit.

### LEMONS

#### Domestic

Strong demand continues for lemons in all markets and is expected to continue throughout August while supplies remain steady.

#### Export

Steady demand exists for lemons and expect demand to exceed supply here as well.

### IMPERIALS

#### Domestic

Packing finished in week 34 just as quality was starting to slip and prices were on the decline.

#### Export

Excellent season for small fruit into Indonesia, with air and sea shipments continuing throughout.

### ELLENDALES

#### Domestic

Have replaced Imperials on the market, but volume is only steady. Packing finished in week 34 just in time, as quality was starting to slip and prices were on the decline.

#### Export

Strong demand from New Zealand and UK markets with good returns

### NAVEL

#### Domestic

Sales into wholesale and retail are continuing steadily, with most sales in cartons. Market appears to be slightly undersupplied as there is strong focus on exports at present

#### Export

Strong demand for all sizes and grade as Southern Hemisphere fruit is in short supply overall.

The USA program will finish shipping at the end of week 38, with 50% of the total volume already arrived in the USA. Demand is very strong and prices have risen by up to USD2.00/ctn for latest arrivals of navels.

All Asian and UK/Europe markets are looking for fruit and coming to grips with the price expectations of the Australians in a short season. Japan has shown strong interest this season, and only a lack of fruit has stopped the volume from being higher.

## **MINNEOLA TANGELO**

### **Domestic**

Sales finished on a strong note in week 34 and this variety appears to be increasing in popularity with Australian consumers.

### **Export**

Tangelo sales in the USA have been a little slow, but now the marketer is aware of the volume available, programs will be set.

Japan is the next major market for Tangelos and the response there was fair.

Weekly domestic market reports can be accessed from the Murray Valley Citrus Board website.

*Source: Australian Horticultural Exports Association (AHEA)*