

We Have Already Loaded the First South African Lemons for Europe

Detail Introduction :

"A few weeks ago, South Africa began with the first lemon exports to the world. Given the new market circumstances, the exportable volume will have to be redistributed among existing markets, incorporating China as a new receiver. According to the latest lemon production estimate, 6% additional volume will be available compared to last season."

The FruitOne Group is prepared for different market scenarios. "In recent years we have been configuring distribution according to our portfolio of selected clients. Stable relationships with retail and foodservice chains around the world give us the basis for a solid business model."



"We have already loaded the first South African lemons for Europe, earlier than normal, mainly to coincide with new retail programs and support established customer lines. The advantage of the reopening of the hospitality sector in most European countries promotes demand and shows a positive trend".

"South Africa expects a stable citrus production and no extraordinary damaging natural phenomena have been reported. This year, the Star Ruby grapefruit is showing a slight decrease in volume (-4% vs. 2021) and juice oranges expect to reach a higher yield (+6% vs. 2021). We have the challenge of meeting all customer expectations in a timely manner, taking into account that logistics will present different obstacles throughout the season."

"While we face significantly higher costs in ocean freight, inland transportation, production, and packaging (labor, fertilizer, power, fuel), we are still committed to investing in more efficient production practices. Our goals of sustainability remain intact despite the additional and intensive effort".

"Our focus is to further improve our production and packaging processes, such as the protective netting of all of our Tango farms and improving the capacity of our packaging lines, including our chemical-free line."

"Our dynamic approach, focused investments, and agile response to new circumstances will continue to shape how we manage the season throughout the supply chain."