

# CITRUS

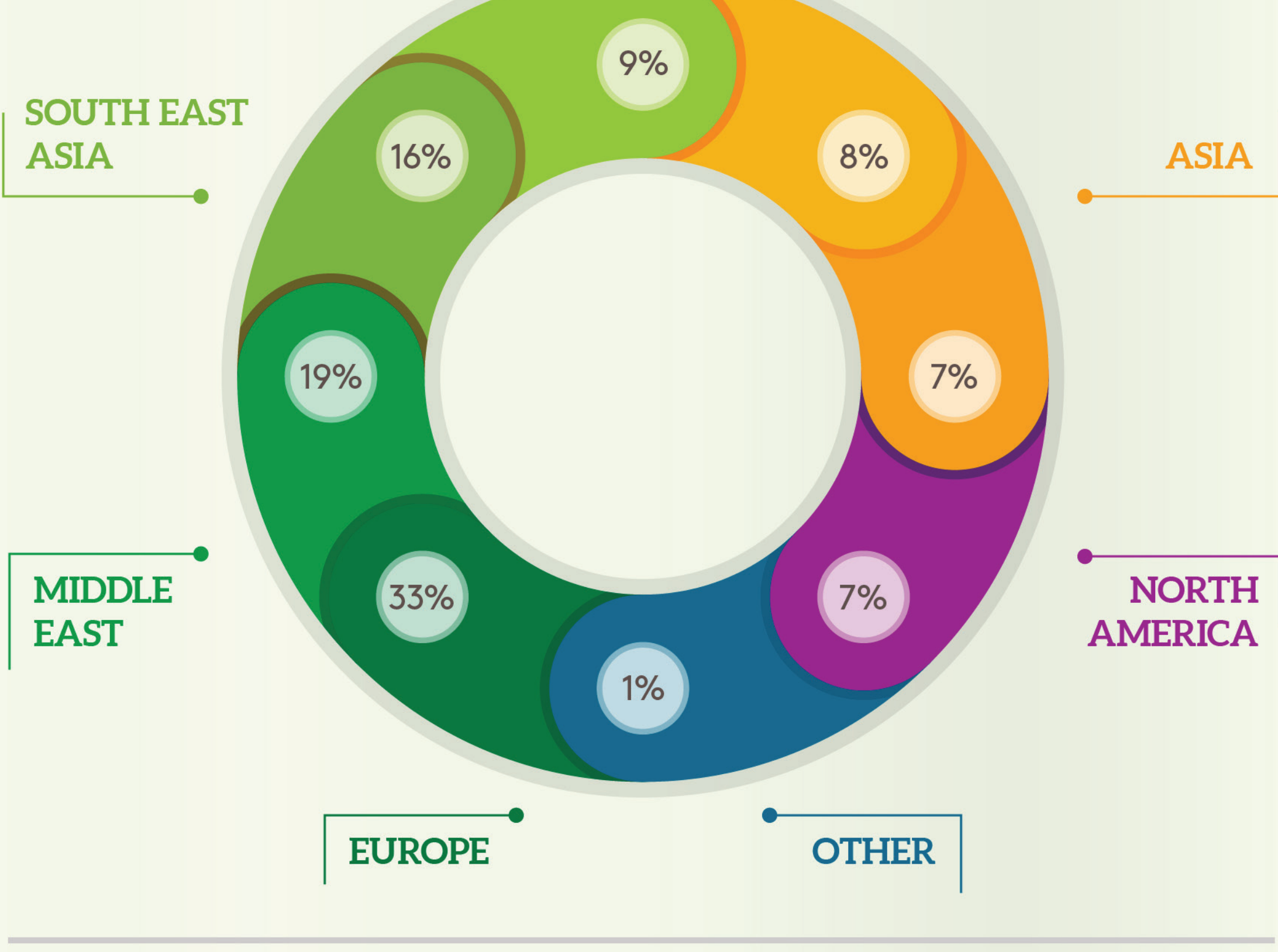
## THE EXPORT LANDSCAPE

137 million boxes of citrus were shipped to foreign shores in 2019

# R 19 BILLION

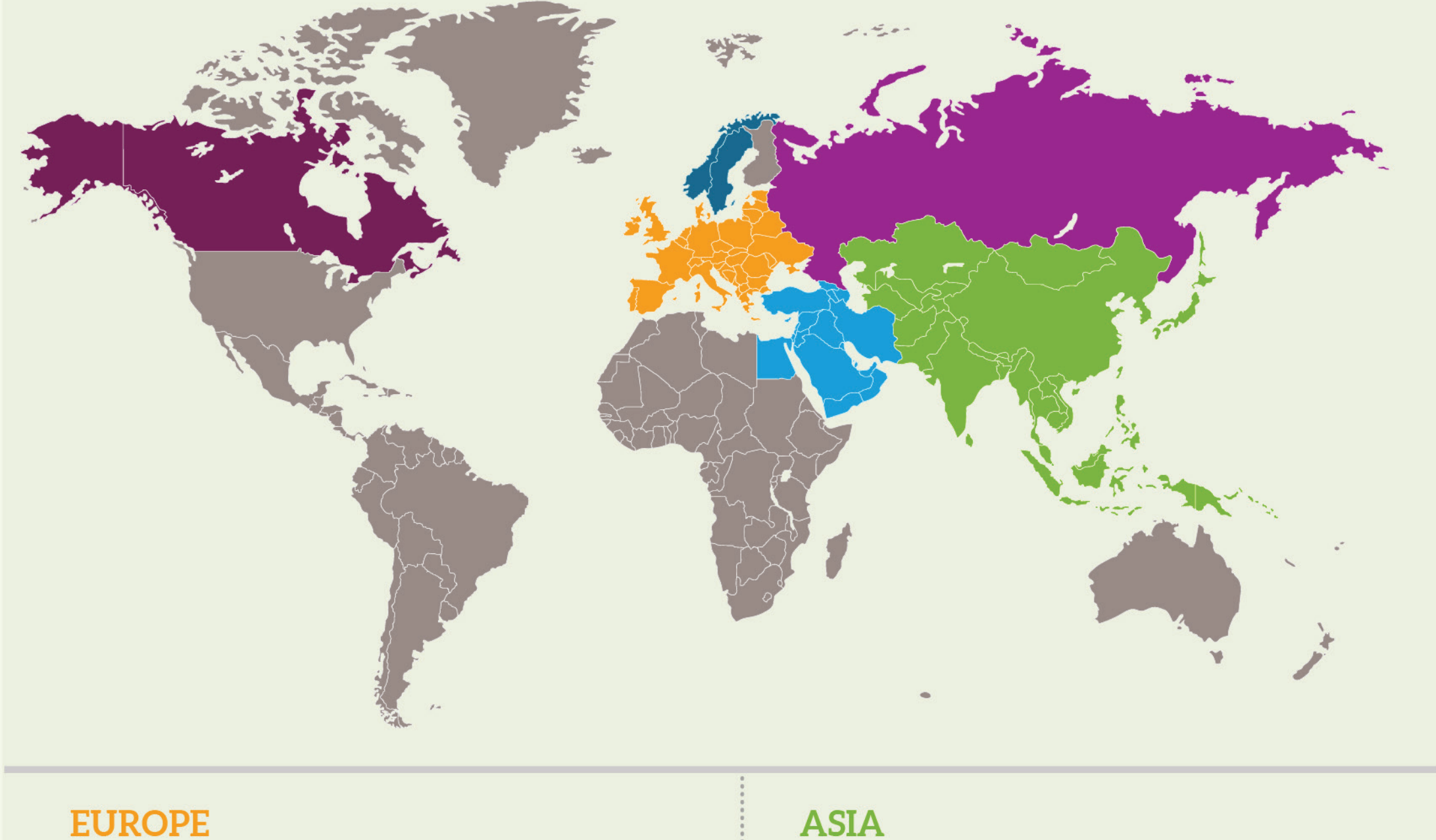
Demand for citrus in international markets has boomed under Covid-19 and prices have increased.

Europe at 72% is the leading export destination for Southern African citrus

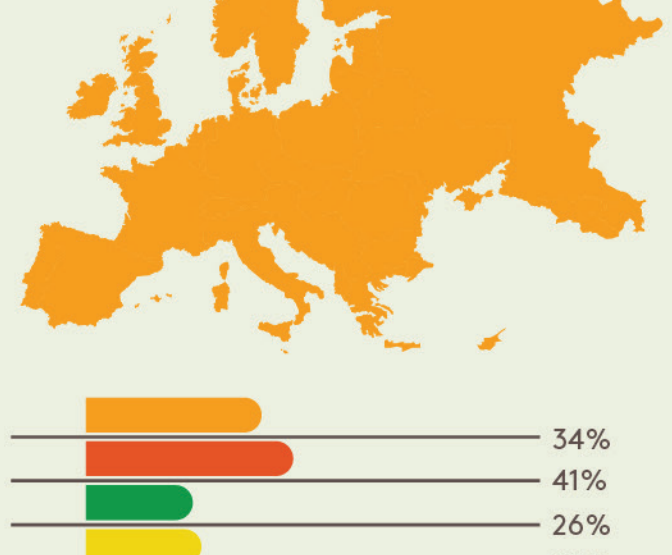


### CITRUS EXPORT MARKET 2019

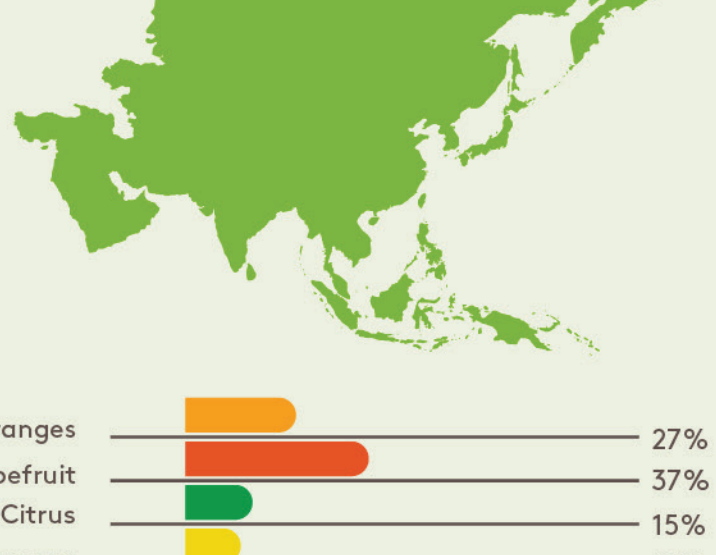
South Africa is the world's #2 exporter of citrus after Spain. Exports to China have quadrupled in the last 5 years.



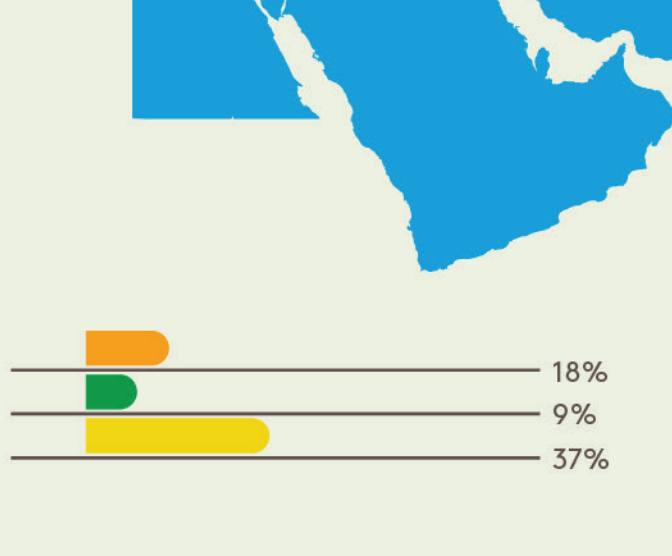
#### EUROPE



#### ASIA



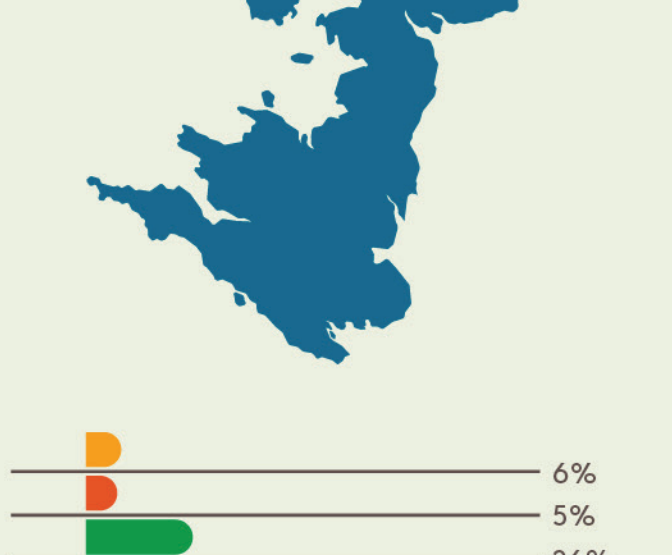
#### MIDDLE EAST



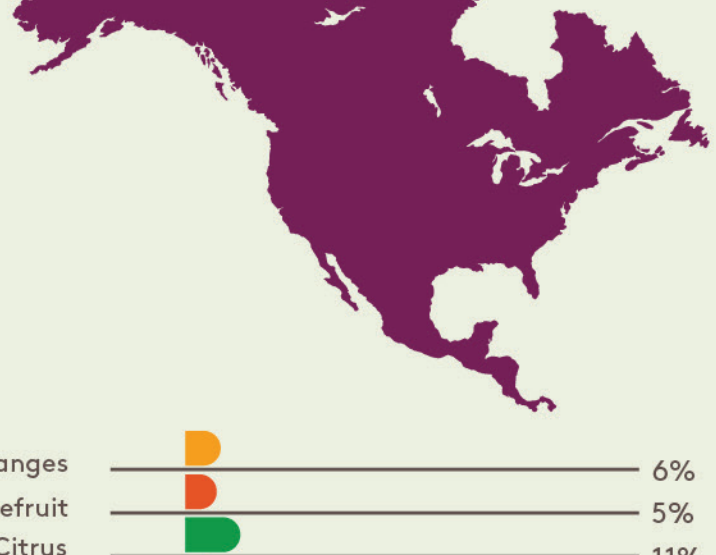
#### RUSSIA



#### UK



#### N. AMERICA



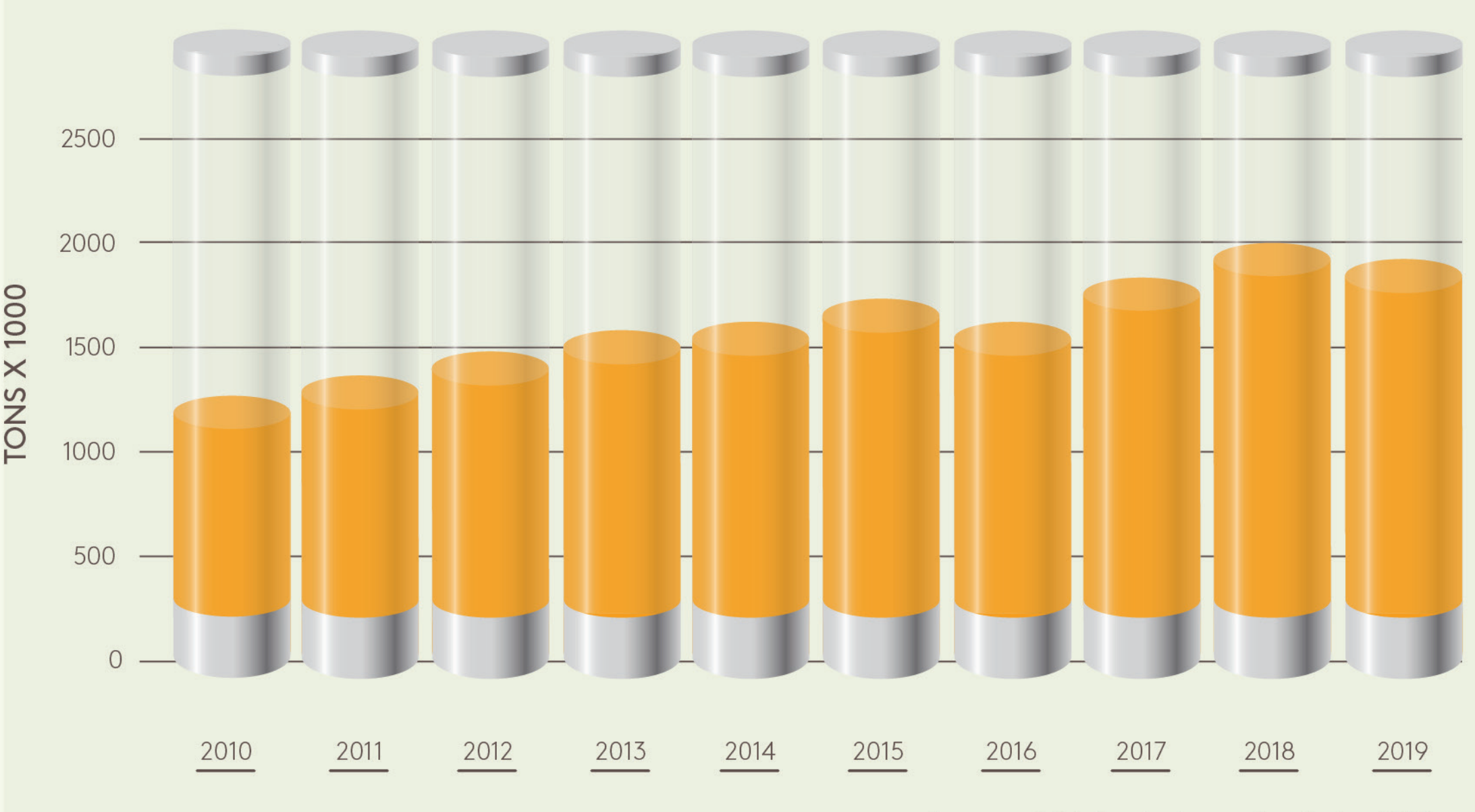
#### OTHER



Source: CGA Annual Report 2020

### CGA Key Industry Statistics 2020

Total Citrus Exports



Source: CGA Key Industry Statistics 2020

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## EXPORTS SURGED FOR MANY REASONS



### CITRUS EXPORTS 2020

"We have now packed 95% of the crop and the final prediction is 147 million 15kg cartons – above 2019 exports of 127.5 million cartons," – Justin Chadwick, CEO of the Citrus Growers Association of Southern Africa. Chadwick said the citrus sector generated R19-billion in export revenues in 2019, but the 2020 number won't be clear until April 2021. (Source: Business Maverick, 21 September 2020)

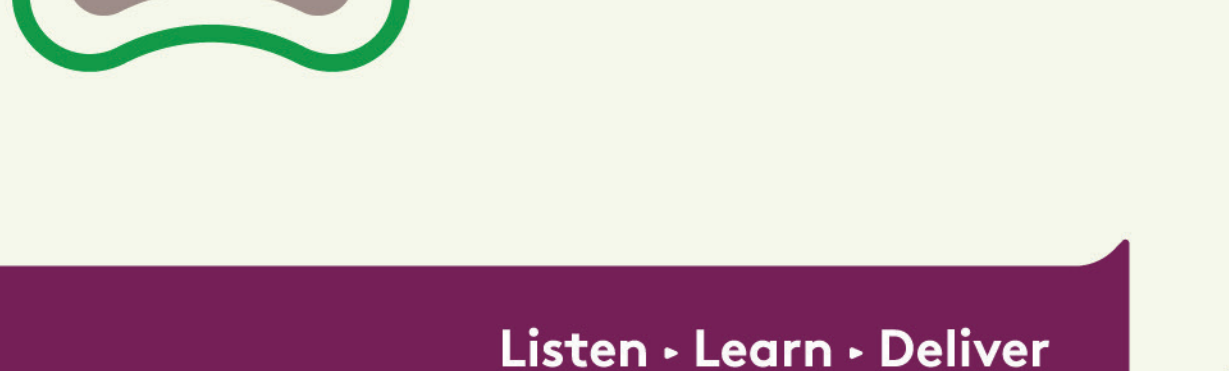
### GAINING MARKET ACCESS

Based on the information you've collected, which markets have the most stringent Maximum Residue Limits (MRLs) for the active ingredients you want to use? How many different residues will be allowed on the fruit at harvest and what is the lowest required MRL for each active ingredient?

Work out at what growth stage of the pest/disease and crop each product will give the best efficacy while also adhering to the MRL restrictions and plan a spray schedule.

Now you're ready to take on the export market!

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Sources:

<https://www.producepost.com/articles/southern-african-citrus-export-season-update>  
<https://www.pricewaterhousecoopers.com/newsroom/insights/industry-statistics/555-cga-key-industry-statistics-2020>  
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