



"The circus is not fun, but it forces us to be better trapeze artists every day." (Anonymous)

LEMON IMPORTS INTO THE EU

In the 2020/2021 season (1 September 2020 to 31 August 2021) **European consumers "ate 360,000 tonnes of lemons produced outside the EU.** In round numbers: 150,000 tonnes from South Africa, 115,000 tonnes from Turkey, 64,000 tonnes from Argentina, and 31,000 tonnes from other minor origins (Uruguay, Chile, Egypt, Morocco...).

An initial idea could be that if these lemons did not enter Europe, Spain would have the potential to be able to have this business and in this way we would have a hopeful future in the light of the growth in the crop due to the new plantations.

But things are not that simple. We are limited by the fact that we have no production in the 8-12 weeks of summer and no matter how hard we try, the weather does not allow us to guarantee lemon verna in July and August. But **we can act intelligently and look for a strategic partner in the summer, such as Argentina, and plan the summer campaigns in a suitable way so that the fruit arrives at the right time and stops coming just before the start of the promifiori campaign, avoiding overlapping**

We have the port of Cartagena here as a logistical point and Spanish phytosanitary inspectors to guarantee that there is no risk of pests entering.

For the rest of the origins, the medicine is clear: pesticide controls on Turkish lemons, and stricter EU measures for South African lemons to prevent the entry of the dreaded Black Spot. And Spain's objective is clear: Europe eats lemons from Spain 9-10 months of the year. **A plan in which supermarkets must support ... the best lemon in the world.**

GLOBAL CITRUS CONGRESS CITRUS 2021. FRUITNET SUMMARY:

Nutritional and health qualities of citrus is a reliable way to boost consumer demand

At Global Citrus Congress, Philippe Binard of the World Citrus Organisation analysed the latest research into citrus consumption in Europe and the EU's approach toward the promotion of healthy diets. Since the Covid-19 pandemic, he said, more attention was being paid to the nutritional qualities of citrus, as well as to the benefits for the environment. Looking at the latest statistics, Binard reported that **citrus consumption was "fairly stagnant", with the exception of eastern Europe, which had seen dynamic growth in recent years. Lemons are the most dynamic category in most countries,** he revealed, although oranges remain the largest, accounting for nearly half of consumption in most countries.



Panellist Jose Antonio Garcia of Ailimpo said **consumers had rediscovered the "yellow power" of lemons.** "It's a traditional product in the supermarket, but **now consumers are looking at it in a more positive way due to the nutritional qualities,**" he said. Michel Jansen of Total Produce said it was important to recognise that there was no homogenous market for citrus in Europe. "Even nearby markets like the Netherlands and France are different in terms of taste and types of retailing," he said. "And if you look at the consumption figures, eastern Europe is growing, while western Europe is more mature."

Concerning the best ways to stimulate consumption, Jansen suggested consumers would respond better to a health message than an environmental one. "The big challenge is, how do we reach the consumer and with what message?" he said. "We need to ask ourselves why avocado is growing the way it is, while citrus is more stable. **We lack the brands that help carry a lot of information and values to consumers. This is a challenge all over the fruit business. "We have to recognise that retailers are still the main interactors with consumers.**