

“We do not need magic to transform our world. We carry all the power we need inside ourselves already.”

JK Rowling

WORLD CITRUS ORGANISATION (WCO) GOES FROM STRENGTH TO STRENGTH

This past week the WCO Steering Committee met to discuss and agree on the strategic objectives for the next two years. It is encouraging to see the increased level of interest, and the growth in membership. Membership is based on two tiers – the first tier is country or state (USA) membership, and the second tier is individual country membership. To learn more about membership please look at the WCO website www.worldcitrusorganisation.org or contact Nicola Pisano n.pisano@freshfel.org.

As the platform for dialogue and action for the global citrus community, the WCO is future building the citrus sector. In a world with quickly changing marketplaces and with the sector facing the ever-increasing threat of climate change, the WCO is building the global citrus sector’s ability to withstand and continue to grow as a forward-thinking sector for both the fresh and processed categories.

The WCO is future building the citrus sector to:

- Connect stakeholders for a global citrus community.
- Engage citrus stakeholders in policy and market developments.
- Share citrus sector information in knowledge exchange exercises.
- Better place citrus as a leading and competitive fruit category.
- Promote citrus consumption.

Global citrus community: The WCO is fostering a truly global citrus community where stakeholders in both the fresh and processed citrus categories can discuss and exchange ideas and information on common issue affecting the citrus sector throughout the world.

Global citrus collaboration: The WCO is uniting stakeholders within the global citrus community for better collaboration. Enhancing collaboration and cooperation between citrus partners at a global level will more effectively help address issues of common concern for the benefit of the sector collectively in an efficient manner.

Global citrus identity: In recent years, other fruit categories have successfully positioned themselves on supermarket shelves, leading to sustainable growth in product demand and supply. The citrus sector must now move quickly if it is to retain its place as a major fruit category.

PACKED AND SHIPPED

End of Week 30 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AGRIHUB	2020	2021	2022	2021	2022	2022	2022	2021
Grapefruit PP (17kg)		2.5 m	2.5 m	2.0 m	1.9 m			
Grapefruit Class1&2 (17kg)		11.8 m	11.1 m	11.2 m	9.7 m			
Grapefruit	14.9 m	16.2 m	15.4 m	15.0 m	13.2 m	16.8 m	15.4 m	17.5 m
Mandarins	17.3 m	21.1 m	21.9 m	16.1 m	19.7 m	34.5 m	33.7 m	30.9 m
Lemons	24.2 m	25.6 m	29.8 m	22.0 m	27.7 m	32.3 m	32.4 m	31.0 m
Navels	21.4 m	22.0 m	21.2 m	17.2 m	19.4 m	28.7 m	26.9 m	27.2 m
Valencia	17.9 m	17.8 m	16.7 m	9.3 m	11.5 m	58.2 m	56.2 m	55.0 m
Total	95.7 m	102.7 m	105.0 m	79.6 m	91.5 m	170.5 m	164.6 m	161.6 m