



# Seedless Citrus Mandarins.

World Trends.

Domestic Market

New Varieties & IP

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# World Trends

- California
- South Africa
- Chile
- Peru

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# California



- 275,000 acres
- 3.8 million tons
- 1.75 billion dollars
- 66% oranges - 78% navel, 22% valencia
- 18% lemons
- 10% mandarins
- 6% grapefruit
- <1% limes



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# California - Trends

- Large increase in planting of mandarins primarily W. Murcott (Afourer) and Clementinas (Nules)
- Aprox 4 million Afourer trees, planting has stopped.
- Tango plantings increasing to similar numbers to Afourer.
- Expectation is that Tango trees will replace Afourer acreage.
- TDEs and Gold Nugget being planted to extend marketing season.
- Late season easy peelers putting pressure on late season navel and competing for shelf space.
- Seedless Daisy to be released in June. Reports are one grower has ordered 1 million trees.
- General opinion is that Easy peelers are taking market share from Navels.
- Consumers are demanding more friendly items.

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# South Africa & Spain

- Afourer area is controlled and capped at 800 ha.
- Large areas of Orr, Mor 26 and Clementines.
- New varieties are building momentum.
- UC have not released Ip in South Africa, Australia has a commercial advantage at this stage
- Spain has capped TDE at 1000 ha.
- Gold Nugget has been capped at 1000 ha.
- Tango planting to reach 4000 ha. Most to replace Afourer due to seeds issue.

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# Chile & Peru

- Afourer planting has stopped at around 800 – 1000 ha.
- Plans are for 1000 ha of Tango.
- Peru will start planting tango in June.
- 40,000 buds being exported from USA to Peru.
- Pressure on Australian exports to the USA will come from this fruit from Peru.
- Do not underestimate this area on export potential.

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# Domestic Market mandarins



- Large Reliance on Imperial
- No seedless program.
- Seedless fruit being sold that is not seedless.
- No promotion at back end of the season.
- How do we grow the category.
- Who is going to do the work.
- Large opportunity for Seedless Citrus to increase sales and take market share.



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# Seedless Standards

## 2 seeds per fruit.



- What is Seedless.
- Who determines Seedless.
- What is acceptable.
- 2 seeds or less per piece of fruit.
- We can achieve 1 at present
- Are seedless Grapes Seedless and what about seedless watermelons ??



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# Intellectual Property

- Ip – what does it mean
- No more free lunch's
- Managed Plantings
- Capped production
- Grower Clubs

I'm  
Seedless

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# IP – New Varieties

- TDE Series.
- Gold Nugget
- Tango
- Nectar
- Mandalate
- Mandared



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