

The Citrus Market in America

CGA Citrus Summit

14 March 2019

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Gutierrez Bio

CGA – Hired in July 2018 Replacing Mr. Bruce McEvoy

U.S. Department of Agriculture (USDA), Animal & Plant Health Inspection Service (APHIS) – 1980-2015

- Foreign Service Officer
- Mexico – 13 years
- Venezuela – 4 years
- Guatemala – 5 years
- Belgium – 5 years
- Domestic – Washington DC & Arizona – 8 years

Critical Challenge

When Will New APHIS Rule for South Africa Citrus-Citrus Black Spot (CBS) be Published?

--History--

- APHIS CBS systems approach 1st approved for Florida Citrus in 2012.
- Florida has not experienced any CBS quarantine issues with international or domestic export markets (EU, Japan & Citrus Producing States of Texas, California & Louisiana).
- APHIS conducted several risk assessments for South Africa (& Uruguay & Argentina) demonstrating that fruit is not a pathway for the CBS pathogen.
- APHIS published new rules approving market access for Uruguay citrus (2013) & Argentina lemons (2016).
 - ✓ Argentina & Uruguay: CBS, Sweet Orange Scab & Citrus Canker.
- APHIS is very transparent of no additional risk concerns for SA citrus.
- APHIS intent to publish new citrus regulation in summer, 2018.
- But... but... but... What the holy hell, hey?!
- USDA Secretary & Under-Secretary for Trade now holding SA citrus rule pending “Quid Pro Quo” with U.S. pork & poultry.

SPS Trade Linkage – RSA Citrus & U.S. Poultry

- Less controversial than U.S. Pork – uneven but continual progress.
- USTR satisfied with steady progress made during previous years with Ministry of Trade including resolution of U.S. beef exports.
- South Africa has complied with bilateral agreement via U.S. import quotas.
- Poultry quota will be raised again although domestic poultry industry has spent considerable effort to eliminate (i.e., linkage to aluminum / steel tariffs & recent consideration of new import tariffs).
- South Africa allowed importation of U.S. hatching eggs/1-day old chicks & table eggs during 2018.
- Critical for Ministry of Trade to prevent bilateral poultry agreement from being negated.

SPS Technical Issue – Current Status

U.S. Pork

- U.S. Pork More Contentious than U.S. Poultry.
- The animal health issue focusses on Porcine Respiratory & Reproductive Syndrome (PRRS).
- DAFF requires lymph node removal to mitigate disease risk.
- OIE Standard - Commercial pork meat not a pathway for PRRS virus.
- RSA one of three countries (164 OIE members) voting against PRRS Standard.
- DAFF/Animal Health continues to resist OIE harmonization.
- RSA Pork Industry resisting modification to import requirements.
- U.S. National Pork Producers Council maintain lobby effort versus RSA via USTR & USDA.

Next Steps: Technical, Political & Economic Strategies

- Seek Ministry of Trade assistance – influence Ministry of Agriculture to accept OIE International Animal Health Standard.
- Ministries of Trade & Agriculture may consider import quota as option similar to poultry to protect domestic sector.
- RSA ambassador meeting(s) with USDA Secretary or Under-Secretary.
- Ministers of Agriculture & Trade – engage sustained dialogue with USDA leadership.
- CGA leadership – direct dialogue with RSA poultry and pork sectors
- RSA embassy outreach to U.S Congress utilizing bipartisan approach (Republican & Democrat).
- CGA collaboration effort with U.S. citrus importer entities to influence USDA & USTR.
- Last resort: convince USDA leadership to adjust commodity linkages & fast-track market access approvals.
 - ✓ Example: RSA citrus linked to U.S. apples and/or blueberries

Future CGA Marketing & Public Relations Strategies or Recommendations for Consideration

- Establish RSA Embassy & CGA Celebratory Events at U.S. POE such as Philadelphia, PA or Wilmington, DE.
 - ✓ Invite U.S. Congressional Representatives, State/Local Officials, USDA, DHS/CBP Leadership and U.S.G Technical Experts to Participate.
- RSA Embassy & CGA collaborate with other RSA agricultural industries to host events in Washington, D.C. to educate & promote culture, art, music, literature, tourism, agriculture, gastronomy & manufacturing.
 - ✓ Invite U.S. Government Officials including Congressional Officials & USDA, DHS/CBP, USTR, Commerce, FDA Representatives.

Thank You

