

Demand for South African citrus on the rise in India

During a visit to India, a delegation from Fruit SA learned that the demand for South African citrus is on the rise, with potential for further growth if two main barriers are addressed. The Citrus Growers' Association of Southern Africa's CEO, Justin Chadwick, highlighted the challenges faced in exporting to India, including high import duties and restrictions on in-transit cold treatment.

Chadwick emphasized: "Import duties on South African fruit remain high while competitors are negotiating free or preferential trade agreements." This situation threatens South Africa's competitive edge as other nations secure more favorable trade terms. Additionally, the requirement for cold treatment to be conducted prior to shipment rather than in-transit is limiting market expansion. Efforts are underway to mitigate this through trial shipments, which, if successful, could lead to the allowance of in-transit cold treatment. Chadwick noted India's stringent standards, reflecting the high expectations of traders catering to a rapidly expanding consumer base.

Source: freightnews.co.za

Publication date: Mon 25 Mar 2024