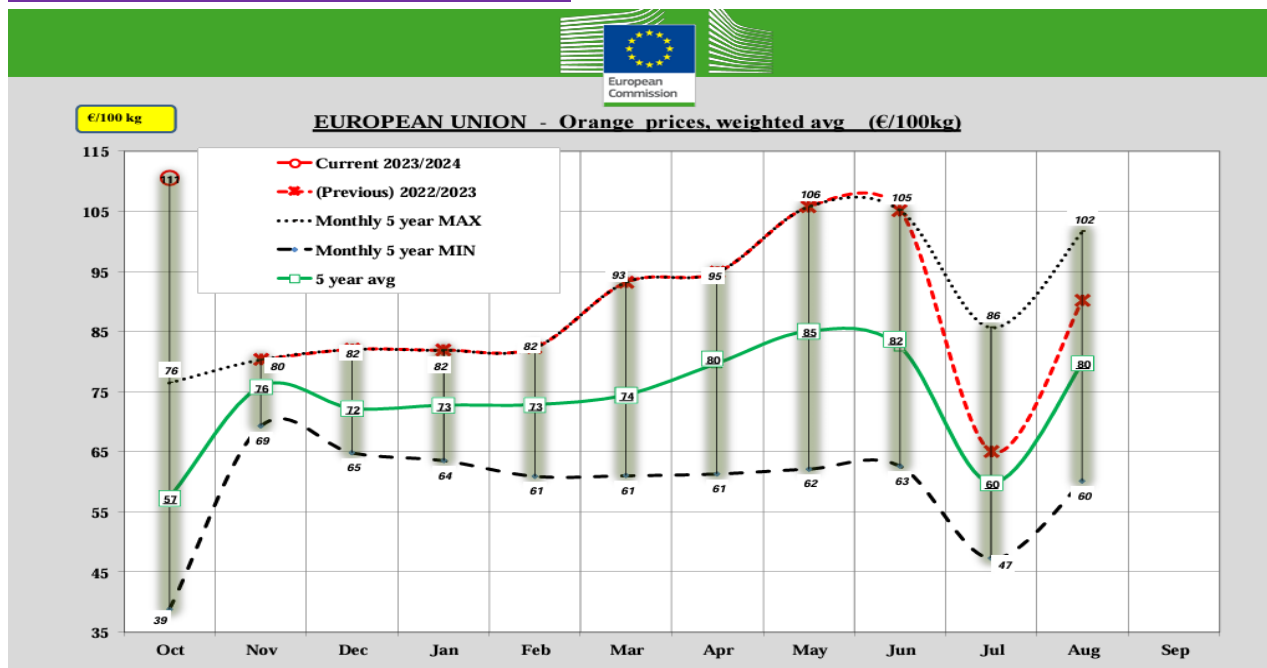


"If you live in harmony with nature you will never be poor; if you live according to what others think, you will never be rich" Seneca

2022/23 EUROPEAN UNION ORANGE MARKET



From November 2022 to October 2023 orange prices in the EU have consistently been appreciably higher than the five-year maximum levels (except in July and August). In October 2023, orange prices were double the average price of the past five years and 50% higher than the five-year maximum.

While those who are supplying oranges over this period may have profited, there is a concern about consumer resistance. High prices are not always a good thing – consumers could turn away from the category because they find it too expensive, and once lost to the category may not return once prices decrease. In addition, it is not clear if growers benefit at all from these increased prices or if profit is captured by middlemen and retailers. The reason for the sharp increase in prices in October is the dearth of oranges in the EU. The early end to the southern hemisphere season and a delayed start to the northern hemisphere season left traders scrambling for supply.

It is clear that the protectionist, unscientific and discriminatory measures on imported citrus are not good for the citrus sector or for consumers. The EU should reconsider their pest risk assessment on citrus black spot (CBS) as their first attempt was terribly flawed, and research supports the conclusion that fruit without leaves is not a pathway for the pest. The incorrect classification of CBS as a quarantine pest, coupled with the member states' inability to correctly identify pests, is to the detriment of EU consumers and the citrus industry globally. If more accurate measures are used by the EU, more high-quality oranges would reach their market, keeping their consumers happy.

ORANGE – MEDITERRANEAN
2023-24 production forecasts

in 000 tonnes	2023-24	2023-24 compared to	
		2022-23	Last 4-season average
Egypt	3 710	+ 6 %	+ 17 %
Spain	2 643	- 8 %	- 21 %
Türkiye	2 060	+ 95 %	+ 41 %
Italy	1 600	+ 20 %	+ 4 %
Morocco	931	+ 19 %	- 1 %
Greece	830	- 6 %	- 6 %
Total	11 774	+ 13 %	+ 4 %

Sources: WCO, professionals

Figures presented at the recent World Citrus Organisation Global Citrus Outlook Conference (prepared by CIRAD) reveal that Mediterranean orange production in 2023/24 will actually increase – with the drop in Spanish production offset by massive increases from Turkey and moderate increases in Italy and Morocco.