

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary Public

Date: 12/14/2010

GAIN Report Number: GR1009

Greece

Post: Rome

Greece - Cyprus Citrus 2010

Report Categories:

Citrus

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Report Highlights:

MY 2010/2011 Greek citrus consumption is forecast to decrease by 15 percent, as a consequence of the Greece's economic downturn and reduced purchasing power. MY 2010/2011 Cypriot citrus production is forecast to increase by 5 percent, thanks to the increased availability of irrigation supplies, despite the lack of rain since the summer. Grapefruit from Cyprus, the second largest EU-27 grapefruit producer, is regarded as amongst the best worldwide and represents more than 30 percent of total exported citrus fruit.

Greece

Oranges

Production, Supply, and Demand (MT)

Oranges	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Area Planted	39,650	39,650	39,650
Area Harvested	39,000	39,000	36,874
Production	727,100	996,000	922,000
Imports	7,608	8,500	8,450
Total Supply	734,708	1,004,500	930,450
Exports	231,830	370,000	375,000
Fresh Dom. Consumption	307,878	437,500	339,450
For Processing	195,000	197,000	216,000
Total Distribution	734,708	1,004,500	930,450

Source: CLAM (Liaison Committee of Mediterranean Citrus), GTA (Global Trade Atlas), Greek industry contacts

PRODUCTION

MY 2010/2011 (November/October) Greek orange production is forecast to decrease by 7 percent compared to the previous year. Despite that, Greek officials consider the expected production (922,000 MT) a good crop, both in terms of quality and quantity, even considering the current Greek economic crisis. The recent rainfall should help improve the size. Peloponnese and Aitolokarnaia (western Greece) are the main orange-producing areas. Washington Navel, Commons, Valencia, Navelina, and Newhall are the major orange varieties grown in Greece.

CONSUMPTION

MY 2010/2011 Greek orange consumption is forecast to decline by 22 percent, as a consequence of the Greece's financial downturn and reduced purchasing power. Most oranges are consumed fresh (channeled to the fresh open markets and grocery stores). Commons variety is predominantly used in processing.

TRADE

MY 2010/2011 Greek orange exports are forecast to remain steady from the previous year. Romania, Germany, Serbia, Hungary, Czech Republic, Poland, and Bulgaria continue to be the main destination for Greek oranges. Navels and Tardives are mostly marketed from November through March. Greece imports its oranges mainly from South Africa, accounting for 53 percent of the total.

Orange Juice

Production, Supply, and Demand (MT)

Orange Juice	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Deliv. to Processors	195,000	197,000	216,000
Beginning Stocks	0	0	0
Production	11,992	12,115	13,284
Imports	3,661	1,783	1,550
Total Supply	15,653	13,898	14,834
Exports	1,009	1,190	1,234
Domestic Consumption	14,644	12,708	13,600
Ending Stocks	0	0	0
Total Distribution	15,653	13,898	14,834

Source: CLAM, GTA

The quantity of fresh oranges expected to be processed in Greece during MY 2010/11 is 216,000 MT, with production of 13,284 MT of concentrate. The total volume of oranges channeled to processing depends on crop quality and quantity of oranges destined to the fresh market, both domestic and foreign.

Tangerines

Production, Supply, and Demand (MT)

Tangerines	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Area Planted	7,500	7,500	7,500
Area Harvested	7,500	7,500	7,200
Production	59,800	100,000	110,000
Imports	3,535	4,877	4,900
Total Supply	63,335	104,877	114,900
Exports	33,056	67,420	68,000
Fresh Dom. Consumption	29,279	36,457	45,900
For Processing	1,000	1,000	1,000
Total Distribution	63,335	104,877	114,900

Source: CLAM, GTA, Greek industry contacts

PRODUCTION

MY 2010/2011 (November/October) Greek tangerine production is expected to increase by 10 percent due to better weather. The main producing areas include the prefectures of Igoumenitsa, Arta, Mosologgi, and Thesprotia, located in northern Greece. Clementine is the major tangerine

variety grown in Greece.

CONSUMPTION

MY 2010/2011 Greek tangerine consumption is forecast to significantly increase by 26 percent, driven by the growing production. Most tangerines are consumed fresh. Clementines are strongly promoted along the west coast and cover early and late season demands, both domestically and abroad.

TRADE

MY 2010/2011 Greek tangerine exports are forecast to remain stable. Romania, Bulgaria, Serbia, and Germany represent the main destination for Greek tangerines. Clementines are marketed from January to May. Greece imports small amounts of fresh tangerines mainly from Italy and France, accounting for 68 percent of the total.

Lemons

Production, Supply, and Demand (MT)

Lemons	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Area Planted	11,800	11,800	11,800
Area Harvested	11,800	11,800	11,328
Production	29,600	33,000	46,000
Imports	59,554	35,482	30,000
Total Supply	89,154	68,482	76,000
Exports	6,910	5,500	5,000
Fresh Dom. Consumption	82,244	62,982	71,000
For Processing	0	0	0
Total Distribution	89,154	68,482	76,000

Source: CLAM, GTA, Greek industry contacts

PRODUCTION

MY 2010/2011 (November/October) Greek lemon production is forecast to increase by 39 percent, due to favorable weather. The main producing areas include the prefectures of Korinthos, Achaia, Piraeus, and Ilias, located in northern Greece. The major lemon variety grown in Greece is Maglini, whose fruit is strongly aromatic, with a quite sour juice. It has a thin, shiny peel and when fully ripe has a yellow color.

CONSUMPTION

MY 2010/2011 Greek lemon consumption is forecast to increase by 13 percent, due to a growing production and resulting attractive prices. Greek lemon production is totally destined for the fresh

market. Greece has become increasingly reliant on imported lemon juice to meet the consumer demand, because of the increase in tourism and in consumption of soft drinks. The yield for lemon juice is 15-17 Kg of fresh lemons to produce 1 Kg of lemon juice, depending on the quality of the fruit.

TRADE

Greece is a big importer of lemons. MY 2010/2011 Greek lemon imports are forecast to decrease by 9 percent, as a consequence of the increased production. Greece imports the majority of its lemons from Argentina, Turkey, and Italy, accounting for 88 percent of the total. Maglini lemon variety is marketed from December to May and from September to November after artificial ripening. Greek lemons are sold mainly to Italy, Bulgaria, and Romania, accounting for 52 percent of the total.

Grapefruits

Production, Supply, and Demand (MT)

Grapefruits	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Area Planted	100	100	100
Area Harvested	100	100	96
Production	6,500	5,800	5,800
Imports	2,760	2,500	2,500
Total Supply	9,260	8,300	8,300
Exports	1,108	1,112	1,112
Fresh Dom. Consumption	7,352	6,388	6,388
For Processing	800	800	800
Total Distribution	9,260	8,300	8,300

Source: CLAM, GTA, Greek industry contacts

PRODUCTION

MY 2010/2011 (November/October) Greek grapefruit production is expected to remain steady from the previous year. The prefectures of Corinth and Kavala, the region of Thessaly, and the island of Crete are the major grapefruit-producing areas.

CONSUMPTION

MY 2010/2011 Greek grapefruit consumption is forecast to remain stable. Most grapefruits are consumed fresh.

TRADE

MY 2010/2011 Greek grapefruit trade volumes are expected to remain steady. Greece imports the majority of its grapefruit from South Africa and Cyprus. Greek grapefruits are sold mainly to Poland, Macedonia, and Romania.

Cyprus

Oranges

Production, Supply, and Demand (MT)

Oranges	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Area Planted	5,500	5,500	5,500
Area Harvested	5,500	5,500	5,500
Production	24,100	70,900	74,500
Imports	628	593	590
Total Supply	24,728	71,493	75,090
Exports	4,977	8,190	8,200
Fresh Dom. Consumption	1,451	38,803	41,390
For Processing	18,300	24,500	25,500
Total Distribution	24,728	71,493	75,090

Source: CLAM, GTA

PRODUCTION

Oranges have been grown in the island of Cyprus since the 1950s. MY 2010/2011 (November/October) Cypriot orange production is forecast to slightly increase by 5 percent, thanks to the increased availability of irrigation supplies, despite the lack of rain since the summer. Famagusta, Limassol, Larnaca, and Paphos districts are the major orange-producing areas. Navels, Ovals (Shamoutis), and Valencia are the main orange varieties grown in Cyprus.

CONSUMPTION

MY 2010/2011 Cypriot orange consumption is expected to grow by 7 percent, as a consequence of the increased production. Most oranges are consumed fresh (channeled to the fresh open markets and grocery stores).

TRADE

MY 2010/2011 Greek orange exports are forecast to remain steady from the previous year. United Kingdom and Russia are the main destination for Cypriot oranges, accounting for 63 percent of the

total. Tardives variety is marketed during March and April. Cyprus imports small amounts of oranges from Netherlands, Greece, Spain, and Italy.

Orange Juice

Production, Supply, and Demand (MT)

Orange Juice	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Deliv. to Processors	18,300	24,500	25,500
Beginning Stocks	0	0	0
Production	1,125	1,507	1,568
Imports	224	436	427
Total Supply	1,349	1,943	1,995
Exports	731	823	828
Domestic Consumption	618	1,120	1,167
Ending Stocks	0	0	0
Total Distribution	1,349	1,943	1,995

Source: CLAM, GTA

The quantity of fresh oranges expected to be processed in Cyprus during MY 2010/11 is 25,500 MT, with production of 1,568 MT of concentrate. The total volume of oranges channeled to processing depends on crop quality and quantity of oranges destined to the fresh market, both domestic and foreign.

Tangerines

Production, Supply, and Demand (MT)

Tangerines	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Area Planted	1,800	1,800	1,800
Area Harvested	1,800	1,800	1,800
Production	41,100	82,000	85,800
Imports	310	368	375
Total Supply	41,410	82,368	86,175
Exports	21,846	28,100	28,200
Fresh Dom. Consumption	19,564	54,268	57,975
For Processing	0	0	0
Total Distribution	41,410	82,368	86,175

Source: CLAM, GTA

PRODUCTION

All types of tangerines and hybrids represent 39 percent of total citrus production in Cyprus. MY 2010/2011 (November/October) Cypriot tangerine production is expected to grow by 5 percent, due to the increased availability of irrigation supplies, despite the lack of rain since the summer. Famagusta, Limassol, Larnaca, and Paphos districts are the major orange-producing areas. Mandorras, Tangelo, Minneolas, Nova, and Clementines are the main tangerine varieties grown in Cyprus.

CONSUMPTION

MY 2010/2011 Cypriot tangerine consumption is forecast to increase by 7 percent. All tangerines are consumed fresh. Mandorras and Minneolas varieties cover early and late season demands, both domestically and abroad. New experimental strains on modern root stock hold high expectations for the next years.

TRADE

MY 2010/2011 Cypriot tangerine exports are expected to be stable. Russia, United Kingdom, and Sweden are the main destination for Cypriot tangerines, accounting for 53 percent of the total. Divers, Nova, and Ortanique varieties are mainly marketed from December to February. Cyprus imports small quantities of fresh tangerines from Israel and Greece.

Lemons

Production, Supply, and Demand (MT)

Lemons	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Area Planted	600	580	580
Area Harvested	600	580	580
Production	15,000	10,800	11,500
Imports	1,582	1,352	1,300
Total Supply	16,582	12,152	12,800
Exports	4,276	1,920	1,900
Fresh Dom. Consumption	10,906	8,932	9,600
For Processing	1,400	1,300	1,300
Total Distribution	16,582	12,152	12,800

Source: CLAM, GTA

PRODUCTION

MY 2010/2011 (November/October) Cypriot lemon production is forecast to increase by 7 percent, thanks to the increased availability of irrigation supplies, despite the lack of rain since the summer.

Lapithos village is the main lemon-producing area. Lapithiotiki (a local variety), Eureka, and Lisbon are the major lemon varieties grown in Cyprus.

CONSUMPTION

MY 2010/2011 Cypriot lemon consumption is forecast to increase by 8 percent, due to the increased domestic production. Lapithiotiki lemon variety boasts the highest per capita domestic consumption, due to its distinctive aroma and taste. It has a thin skin, oval shape, rich flesh, firm yellow rind, and the majority of the fruits are seedless.

TRADE

MY 2010/2011 Cypriot lemon exports are forecast to remain steady from the previous year. Cypriot lemons are sold mainly to Austria, Czech Republic, and Belgium. Cyprus imports small amounts of lemons from Argentina and Greece. Cypriot lemons are marketed during December and January.

Grapefruits

Production, Supply, and Demand (MT)

Grapefruits	2008	2009	2010
	Est. 2008/2009	Est. 2009/2010	For. 2010/2011
	Post Data	Post Data	Post Data
Area Planted	500	500	500
Area Harvested	500	500	500
Production	27,100	48,000	50,500
Imports	83	83	80
Total Supply	27,183	48,083	50,580
Exports	12,557	11,270	11,200
Fresh Dom. Consumption	326	18,013	19,380
For Processing	14,300	18,800	20,000
Total Distribution	27,183	48,083	50,580

Source: CLAM, GTA

PRODUCTION

Grapefruit from Cyprus, the second largest EU-27 grapefruit producer, is regarded as amongst the best worldwide and represents more than 30 percent of total exported citrus fruit. MY 2010/2011 (November/October) Cypriot grapefruit production is forecast to grow by 5 percent, thanks to the increased availability of irrigation supplies, despite the lack of rain since the summer.

White Marsh Seedless, mostly grown in the Limassol area, is the major grapefruit variety grown in Cyprus. New plantations have been established in the district of Paphos where the Red varieties (Star Ruby, Red Blush, and Rio Red) were introduced to meet the increased market demand.

CONSUMPTION

MY 2010/2011 Cypriot grapefruit consumption is expected to grow by 6 percent. Cypriot grapefruits are both consumed fresh and channeled to food and beverage manufacturers.

TRADE

MY 2010/2011 Cypriot grapefruit exports are expected to reflect the MY 2009/2010 figures. Italy and United Kingdom represent the main destination for Cypriot grapefruit exports, accounting for 57 percent of the total. Cyprus imports small quantities of grapefruit from South Africa, Italy, Greece, and Netherlands.