## Israel <br> Citrus

## Annual

2002

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## Report Highlights:

In MY2001 the citrus industry continued to shrink as it had throughout the last decade.
The economic importance of the industry is declining steadily. Production in MY2001 totaled 524 tm . It is becoming clear that the future size of the citrus industry will be determined by local fresh demand.
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## Executive Summary

In MY2001 the size of the citrus industry continued to shrink, as it had throughout the previous decade. In MY2002 the trend is not expected to change although production is expected to grow from 524 thousand mt in MY2001 to 590 tmt in MY2002. A general shortage of fruit in the export market generated good prices for fresh Israeli exports and relatively good prices for the processed products. A hailstorm in the middle of the export season damaged the fruit and created a high percentage of culls. This reduced exports and lowered domestic prices.

The economic importance of Israel's citrus industry is declining steadily. It's share of total exports (excluding diamonds) fell from 2.1 percent in 1990 to less than 0.4 percent in 2001. Total planted area in 2002 were 25 percent smaller than it was in crop year 1997, while fruit bearing trees in crop year 2002 were 30 percent below the 23,600 ha of 1997.

Out of the total of 524 tmt of fresh citrus that were picked and marketed, 129 tmt were exported, 266 tmt went to the processors and 129 tmt were consumed fresh. Lack of Spanish fruit, mainly tangerines, in Europe and in the US helped to raise the price for Israeli citrus by 6-8 percent in local currencies. Accelerated devaluation of the new sheqel relative to the European currencies and the dollar, which started in December 2001, improved the farm gate price for exports, however total export income did not exceed the MY2000 figure due to the high proportion of culls. Prices for processed citrus, which are quoted in dollars, were slightly higher than those of the previous year, but the higher exchange rate increased the price in sheqels for processed fruit by 9.4 percent. Average domestic consumer prices for fresh oranges, grapefruit and tangerines started 12 percent higher than in the year before, but ended lower due to increased supply and lower consumption, the result of the deepening economic recession. Slightly lower income, compared to the previous year, together with increased production costs (mainly water, pesticides and labor), caused another season of losses to most of the growers. Continuing low profitability, aging orchards and chronic water shortages can be expected to be the key causes of increased uprooting of citrus orchards in the future. During CY2002 800 ha of citrus were abandoned. Most uprooted area consisted of Sweetie, white and red grapefruit and old Shamouti oranges. Since the consensus is that future citrus production will be limited mainly to supplying the local market, most of the replanted areas are with varieties that are "multi purpose", i.e. fit for both the local and export market.

Precipitation during winter 2001/02 was 10 percent higher than the long term average. It reduced the need for irrigation during the spring of 2002 but was insufficient to change the long-term policy of the government of reducing the water quota for orchards by 50 percent. Furthermore, the price of water for the agricultural sector is due to rise by 46 percent within two years. This is done as part of the restructuring of water prices which aims to raise water prices for agriculture to the real marginal cost of supply.

Sweetie exports continued to shrink. It is clear that plans for exports of 3.5 million boxes can not be realized. It is assumed that only 1.0 million boxes can be exported at a reasonable price, therefore only 30 tmt of Sweetie will go for export, compared to 70 tmt that were produced in MY2000. The main problem of Israel's citrus industry, and what will determine its eventual size, is neither the water problem nor the lack of manpower but continuing low profitability, a result primarily of the steadily increasing competition from suppliers such as Spain and Morocco. Lack of citrus for processing forced the processors to concentrate on production of sophisticated high value added products. These are fresh juices, aromatic food additives and etheric oils. Unlike in the past when 70 percent of processed citrus was exported, recently the local market absorbed approximately 50 percent.

## Long Term Outlook

It is becoming increasingly clear to the citrus sector that the future size of the citrus industry will be determined mainly by local fresh demand and the reduced needs of the processing industry. Exports of both fresh and processed products can be expected to be aimed at specific niches. Planted area may drop to as little as 10,000 to 12,000 ha due to low profitability.

## Production

Table 1: Summary Table of Citrus Production and Disposition MY 1999-2001 and Forecast for MY2002

| Species | Market Year | Total Production | Total <br> Exports | Delivery to Processing | Fresh <br> Consumption |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Oranges | 1999 | 327 | 89 | 142 | 96 |
|  | 2000 | 218 | 71 | 85 | 62 |
|  | 2001 | 160 | 34 | 64 | 62 |
|  | 2002 | 198 | 61 | 69 | 68 |
| Grapefruit | 1999 | 259 | 98 | 141 | 20 |
|  | 2000 | 215 | 40 | 159 | 16 |
|  | 2001 | 192 | 53 | 124 | 15 |
|  | 2002 | 201 | 71 | 108 | 22 |
| Easy Peelers | 1999 | 120 | 35 | 45 | 40 |
|  | 2000 | 80 | 30 | 26 | 24 |
|  | 2001 | 83 | 25 | 28 | 30 |
|  | 2002 | 100 | 35 | 30 | 35 |
| Lemons | 1999 | 18 | 1 | 2 | 15 |
|  | 2000 | 16 | 0 | 1 | 15 |
|  | 2001 | 19 | 0 | 4 | 15 |
|  | 2002 | 30 | 3 | 12 | 15 |
| Sweetie | 1999 | 65 | 23 | 39 | 3 |
|  | 2000 | 71 | 23 | 43 | 5 |
|  | 2001 | 59 | 15 | 39 | 5 |
|  | 2002 | 54 | 20 | 29 | 5 |
| Other | 1999 | 11 | 8 | 0 | 3 |
|  | 2000 | 15 | 9 | 0 | 6 |
|  | 2001 | 11 | 2 | 7 | 2 |
|  | 2002 | 8 | 5 | 0 | 3 |
| Total Citrus | 1999 | 800 | 254 | 369 | 177 |
|  | 2000 | 615 | 173 | 314 | 128 |
|  | 2001 | 524 | 129 | 266 | 129 |
|  | 2002 | 591 | 195 | 248 | 148 |

Source: Citrus Marketing Board of Israel (CMBI) annual publications.

## Total Production

Total production in MY 2001, (September 2001 - August 2002) totaled $520 \mathrm{tmt}, 95 \mathrm{tmt}$ less than in MY2000, and almost 280 tmt less than two years ago. Orange production dropped by 58 tmt and grapefruit, including Sweetie, declined by 39 tmt (-13\%). Sweetie production fell by 17 percent as a result of accelerated uprooting of this commercially disappointing variety. Production in MY2002 can be expected to reach 590 tmt , despite the uprooting of another 800 ha of bearing groves during the summer of 2002.

## Planted Area

The total planted area at the beginning of MY2001 was 18,800 hectares of which 17,850 were bearing. During the summer of CY 2002800 ha were uprooted and MY2002 started with a total planted area of 18,000 hectares, of which 16,700 are fruit bearing. The main uprooted varieties include Sweetie, white grapefruit and old Shamouti orchards.

Table 2: Total Citrus Area by Region

|  | $\mathbf{1 9 8 0}$ |  | $\mathbf{1 9 9 3}$ |  | $\mathbf{2 0 0 2}$ |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Region | hectare | \% | hectare | \% | hectare | \% |
| North and Mountains | 1,620 | 3.9 | 2,200 | 6.9 | 1,980 | 11.0 |
| Inner Valleys | 3,240 | 7.9 | 2,360 | 7.4 | 1,450 | 8.0 |
| Central Israel | 29,250 | 71.1 | 20,700 | 64.6 | 8,100 | 45.0 |
| South | 7,020 | 17.1 | 6,790 | 21.1 | 6,470 | 36.0 |
| Total Area | $\mathbf{4 1 , 1 3 0}$ | $\mathbf{1 0 0 . 0}$ | $\mathbf{3 2 , 0 5 0}$ | $\mathbf{1 0 0 . 0}$ | $\mathbf{1 8 , 0 0 0}$ | $\mathbf{1 0 0 . 0}$ |

Source: Based on CBS and MOA figures.

Table 3: Traditional Varieties' Share of Total Citrus Area

| Variety | the 70's | Dec. 2000 | April 2002 |
| :--- | ---: | ---: | ---: |
| Shamouti | 38 | 20 | 18 |
| Valencia | 17 | 10 | 8 |
| Navels | - | 4 | 5 |
| Total Oranges | 55 | 34 | 31 |
| White Grapefruit | 22 | 10 | 10 |
| Other Varieties | 23 | 56 | 59 |

Source: CMBI census

Oranges and white grapefruit which in the past constituted almost 80 percent of the planted area, were replaced by red grapefruit, tangerines and lemons.

A census conducted by the CMBI at the end of MY2001 indicated the following distribution of the planted area by species and by age.

Table 4: Distribution of Planted Area by Age and Species in 2001 - percent

| Variety | Total | $\mathbf{0 - 5}$ years | $\mathbf{6 - 3 4}$ years | 35-65 years |
| :--- | :---: | :---: | :---: | :---: |
| Oranges | 34 | 4 | 27 | 68 |
| Grapefruit | 32 | 4 | 61 | 29 |
| of which: Sweetie | 9 | 47 | 53 | 0 |
| Tangerines | 24 | 31 | 65 | 3 |
| Lemons | 6 | 30 | 57 | 13 |
| Other Citrus | 4 | 26 | 65 | 9 |

Source: CMBI census, 2001.
The average age of the Israeli orchards is very high: nearly 70 percent of the bearing trees are over thirty-five years old, mainly the Shamouti, white grapefruit and the Valencia. The old orchards are characterized by low yields, high sensitivity to many kinds of pests and diseases and by low quality of the fruit. The continuing low profitability of citrus discourages farmers from replanting the old orchards. The trend now is that replanted groves mainly will have "multi purpose" varieties which are suitable for both exports and the domestic market. During the years 1998-2000 eight hundred and twenty eight hectares were planted of which 51 percent are suited for the domestic market, 35 percent are of "multi purpose" varieties and only 14 percent are of export oriented varieties. Table 5 shows the leading varieties planted.

Table 5: Varietal Composition of Citrus Orchards replanted in 1998-2000

| Or (easy peeler) | 107 ha |
| :--- | ---: |
| Newhall (navel)* | 58 ha |
| Lemon* | 176 ha |
| Mor (easy peeler) | 58 ha |
| Michal (easy peeler)* | 92 ha |
| Satsuma* | 40 ha |
| Shamouti | 69 ha |

Source: CMBI
*Varieties for domestic market

## Outlook for the Medium Term

The prevailing thinking as to the future of Israeli citrus sees the planted area shrinking in the coming years to a level that will be only slightly above the needs of the domestic market i.e. between 10,000 and $12,000 \mathrm{ha}$.

## Production Conditions

Production conditions during the 2001season were good, producing average yields slightly higher than in the previous season. A hail storm in mid January damaged the fruit and raised the percentage of culls to 73 percent. Precipitation during the winter of 2001/02 was slightly above the long term average and reduced the use of irrigation water. A heat wave in the beginning of June 2002 caused massive blossom drop in the Valencia orchards and in the late tangerines. This may adversely affect the average yield of these varieties in MY2002.

## Production Problems

Israel's chronic water shortage and the increased price of water have had a serious effect on production and production decisions in recent years. Aging groves and declining average yield in Shamouti and Valencia are main causes of consistent losing seasons. Yields of less than $40 \mathrm{mt} / \mathrm{ha}$ cannot produce profits even with the current season's higher farm gate prices. Continuous drought in the Middle East accentuated Israel's water problems. The government reduced water quotas for some field crops by almost 70 percent and in many orchards by 50 percent. The water price is due for an increase of 46 percent in the next two years. It is done as part of a government restructuring of water use aimed to save high quality water and to encourage utilization of recycled water only by crops that can pay the full cost of the water. The continuing low profitability of the citrus industry in recent years has put the industry at a disadvantage compared to other fruit orchards. It has become clear to industry leaders, as well as to the growers, that the continuing losses are a strategic threat. This problem, which mainly derives from marketing conditions abroad, deters the growers from investing in replanting or in new water systems. In the future, irrigation of citrus orchards will be permitted only with recycled water. Since the quantities of recycled water are also limited, citrus will have to compete with other crops if it is to continue to survive. Another significant problem for the citrus industry was the lack of pickers. The delay in picking adversely affected fruit quality and created a high percentage of culls. This problem has been solved now by the importation of more foreign workers for the citrus industry and by increasing the number of Palestinians permitted to work in Israel despite the continuation of the political tension.

## R \& D

Approximately 130 varieties of citrus from all over the world are under observation and introduction trials. The R \& D is targeted to develop good "multi purpose" varieties, improve yields, develop resistance to high salinity in recycled water, create natural immunity against pests and diseases and develop biological pest control methods.

## Profitability

Despite hopes for a better year, MY 2001 ended as most of the recent seasons with losses for a majority of the growers. The market in Europe lacked citrus and the prices in local currency were 6 to 8 percent higher than in the previous year. These prices, together with devaluation of the Israeli Sheqel promised good export returns. The growers also hoped that expanded exports would push prices up in the local market. Ultimately, the season ended with losses similar to those in recent years. The main reason was the exceptionally low percentage of export quality fruit. The second factor was the low demand for citrus in the local market as a result of the deepening economic recession and the total stoppage of deliveries of citrus to the Palestinian Authority. Due to the rainy winter, water input was lower than in previous years, but the cost of other inputs increased significantly after a few years of relative stability. According to the Central Bureau of Statistics (CBS), input prices for field crops and orchards rose by 5.2 percent in 2001. The main increases were in the cost of pesticides, fertilizers and labor.

## Production Policy

Governmental programmes that had been designed to preserve the total size of the industry were actually put aside, due to the continuing low profitability of citrus and the realization that it will become increasingly difficult for Israeli citrus to compete in foreign markets. Governmental grants are offered to growers who invest in new orchards in the southern part of the country. Most of these are aimed at the local market and are suitable for those who change their irrigation systems to suit recycled water.

## Consumption

## Local Fresh Market

Statistics on local consumption of fresh citrus differ depending on the source.
Domestic consumption of fresh citrus is estimated by the CMBI at nearly 170 tmt as a long term average. This traditionally included 20 tmt which were shipped to the Palestinians. In MY2001, at the beginning of the sales season a shortage of citrus was felt in the market despite the fact that Palestinians reduced their citrus purchases significantly. The shortage in the domestic market raised the consumer price by almost 12 percent over the same period in the previous year. As the season went on export culls entered the market. The reduced demand for citrus, caused by the deepening economic recession and the Palestinian boycott of Israeli produce, created a surplus and domestic prices dropped significantly. Total consumption of fresh citrus in MY2001 was estimated at 130 tmt , similar to the previous year. The estimation for MY2003 approaches 150 tmt .

Table 6: Estimated Domestic Consumption of Fresh Citrus - 2002/03

| Variety | $\mathbf{0 0 0} \mathbf{\prime m t}$ |
| :--- | :---: |
| Oranges | 68 |
| Grapefruit | 22 |
| Easy Peeler | 35 |
| Sweetie | 5 |
| Lemons | 15 |
| Pomelo, Kumquats, others | 3 |
| Total | $\mathbf{1 4 8}$ |

Source: CMBI

## The Processing Industry

The processing industry suffers from close to 60 percent over capacity. A serious competition has developed among the juice manufacturers for the shrinking annual quantity of fresh citrus.
The annual processing capacity of the three juice plants is about 500-600 tmt. The drop in total production has affected the processing plants which in recent years have been receiving only 300 tmt , compared to 500-700 tmt in previous years. MY2002 ended with 248 tmt , down from 266 tmt in the previous year. Ten years ago, ten plants processed citrus during the winter and tomatoes during the summer. Now, only three are left of which two process only citrus and the third processes citrus and tomatoes. Two more plants process 16 tmt of citrus, mainly grapefruit, producing segments and slices and processing a broad selection of other fruits. The shortage of raw material has forced the processors to concentrate on the production of high value added products. Unlike in the past, when exports constituted 70 to 80 percent of the plants' production, the local market has became a significant consumer of the processed products. The technological level of the processing plants enables them to produce a broad variety of products including fresh and frozen juices, highly sophisticated essential oils and expensive aromatic food supplements. The shortage of citrus for processing is felt mainly in white grapefruit. It induced processors to offer higher prices for grapefruit than in the past.

Table 7: Price Paid by the Processors for Citrus

| Variety | MY1999 | MY2000 | MT2001 |
| :--- | :---: | :---: | :---: |
| Grapefruit | 90 | 90 | 100 |
| Oranges | 70 | 50 | 65 |

Source: Citrus Growers Organization

## Trade

Spain, Israel's biggest competitor, lacked citrus in MY2001, mainly tangerines for both the American market and Europe. It was an opportunity for Israeli exporters to increase their market share. As a result, exports in MY2001 ended 25 percent lower than in MY2000 and 50 percent below MY1999. Western Europe's share of Israel's citrus exports for many years was as high as 70 percent of the total. It dropped to 54 percent in MY2000 and to 42 percent in MY2001. Israel channeled the fruits previously shipped to Europe, to Japan, Eastern and Central Europe and the former Soviet Union (FSU). Recently exporters have made inroads into a list of new developing markets, including India, Sri Lanka and the Maldive Islands. Israel's exports to the U.S. grew in MY2001 as Spain was unable to muster its usual quantities. Israeli exporters mainly shipped easy peelers to the markets of the Eastern US. In MY2002, the Palestinians who used to buy 20,000 tons of citrus from Israel, annually boycotted its supplies, due mainly to the unsettled political situation. For the general geographic distribution of Israel's citrus exports, see Agricultural Report \#IS1011.

## Policy

Starting with the early years of the State of Israel until the mid 70s' citrus constituted one of the most important branches of the agricultural sector and an important export product. More than 43,000 hectares were planted with citrus producing more than 1.5 million mt , of which $850,000 \mathrm{mt}$ were exported. In recent years, some of Israel's political and economic leaders have declared the citrus industry to be a public enemy. They blame the industry for inefficient consumption of expensive water and utilization of expensive land, for using imported workers and for low profitability which needs recurrent economic aid and subsidies. This change in attitude affects the government's response to the industry's request for assistance. The citrus industry suffered losses in most of the years of the past decade, whether because of natural disasters or economic problems. Many plans were developed to deal with the various problems facing the sector, including assistance in replanting of old and unprofitable orchards. Most of them were canceled due to budget problems or low interest shown by the growers who were loathe to make new investments. In general, it appears that the GOI has retreated from attempts at well planned basic long-term solutions to the very basic problems of the sector, to palliatives and first aid measures for short term difficulties.

## Marketing

The main problem of the Israeli citrus industry is marketing. Unlike the water shortage or the low yield of ageing groves, which can be solved domestically, marketing problems mainly are related to external factors over which Israeli exporters have little control and to which they must learn to adapt their practices. The main marketing problem of Israel's citrus industry is the steadily increasing competition from Spain and Morocco. In order to reduce export costs and to respond to the European importers demand for larger quantities and a greater variety of fruit, the two largest of Israel's three main exporters, who had competed in foreign markets, merged into one exporting company. The growers who are afraid of facing one outlet for their produce were not happy with the step taken by the exporters but realized that this is the only way to remain in the market.

Table 8: Fresh Citrus Exports by Main Groups - MY1999 - MY2001 Thousand of Boxes

| Variety | MY2001 | MY2000 | MY1999 | \%change <br> 2001/2000 | \%change <br> $2001 / 1999$ |
| :--- | ---: | ---: | ---: | :--- | :--- |
| Total | 9683 | 13636 | 15854 | -29 | -39 |
| Shamouti | 1532 | 2902 | 3422 | -47 | -55 |
| Valencia | 634 | 1529 | 987 | -59 | -36 |
| Navels, Trovita | 53 | 99 | 197 | -47 | -73 |
| Total Oranges | 2219 | 4530 | 4606 | -51 | -52 |
| White Grapefruit | 636 | 855 | 1600 | -26 | -60 |
| Red Blush | 0 | 0 | 35 | - | -100 |
| Sunrise | 2835 | 3587 | 4516 | -21 | -37 |
| Ray Ruby | 4 | 40 | 33 | -90 | -88 |
| Sweetie | 1141 | 1672 | 1649 | -32 | -31 |
| Total Grapefruit | 4616 | 6154 | 7833 | -25 | -41 |
| Easy Peelers | 2056 | 2133 | 2643 | -4 | -22 |
| Others | 792 | 819 | 772 | -3 | 2.5 |

## Developments in Main Markets

The retail chains in Western Europe have become a key factor in the citrus market and have forced Israeli shippers to change their marketing systems. The chains are looking for a full line of varieties all year round. To meet these demands the three main Israeli exporters decided to merge. In addition, in order to ensure appearance of the "Jaffa" trade mark throughout the year, the Citrus Marketing Board
of Israel (CMBI) sold South African exporters the authorization to export citrus to Europe under the "Jaffa" label during the summer months when Israel is not in the market. The Gulf States, close neighbors to Israel, represent a potentially important market for Israeli citrus. They are known as citrus consumers and a potential market for 900 tmt of fresh fruit. Due to the political situation in the region citrus exports to these countries appear farther removed than a few years ago.

Table 9: Exports of Israeli Fresh Citrus by Type and Destination in CY1999 Thousands of Dollars

| Destination | Oranges | Easy <br> Peelers | Lemons | Grapefruit | Sweetie+ <br> Pomello | Others | Total |
| :--- | ---: | :--- | ---: | ---: | ---: | ---: | ---: |
| Eu | 49192 | 16982 | 722 | 35197 | 2975 | 1654 | 106722 |
| US | 95 |  | 6 | 233 | 50 | 1296 | 1680 |
| Argentina | 194 | 24 | 0 | 729 |  | 6 | 953 |
| Other S. <br> America |  |  |  | 23 | 18 | 5 | 46 |
| Sweeden | 6691 | 486 |  | 261 |  |  | 7438 |
| FSU | 9577 | 5089 | 533 | 2181 | 96 |  | 17476 |
| S. Africa | 137 | 630 | 2 | 101 |  | 5 | 875 |
| Japan |  |  |  | 11388 | 12523 |  | 23911 |
| Other S. E. | 524 | 18 | 230 | 2731 |  |  | 3503 |
| Asia |  |  |  |  |  |  |  |
| Others | 2636 | 368 | 116 | 3590 | 94 | 112 | 6916 |
| Grand Total | 69046 | 23597 | 1609 | 56434 | 15756 | 3078 | 169520 |

[^0]Table 10: Exports of Israeli Fresh Citrus by Type and Destinations in CY2000 Thousands of Dollars

| Destination | Oranges | Easy Peelers | Lemons | Grapefruit | Sweetie <br> +Pomello | Others | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| EU | 18375 | 10538 | 34 | 17509 | 1990 | 2239 | 50775 |
| US | 523 | 319 |  |  | 30 | 1864 | 2736 |
| Argentina | 758 | 35 |  | 2305 |  | 5 | 3103 |
| Other S. <br> America | 99 | 11 |  | 127 | 11 | 10 | 258 |
| Sweden | 2825 | 1146 | 4 | 2740 |  | 8 | 6723 |
| Norway | 1657 | 67 |  | 52 |  |  | 1776 |
| FSU | 344 | 2088 | 22 | 177 | 86 | 56 | 2773 |
| Poland | 373 | 206 | 29 | 530 |  |  | 1138 |
| S. Africa | 47 | 176 | 2 | 133 |  | 4 | 362 |
| Other Africa | 148 | 27 |  | 23 |  |  | 198 |
| Japan |  |  |  | 11629 | 7942 |  | 19571 |
| Other S.E. <br> Asia | 430 | 267 | 224 | 1051 | 159 |  | 2131 |
| Others | 1021 | 182 |  | 3100 |  | 122 | 4425 |
| Grand Total | 26600 | 15062 | 315 | 39376 | 10218 | 4398 | 95969 |

Source: CBS, Foreign Trade Statistics Annuals.

Table 11: Exports of Israeli Fresh Citrus by Type and Destination in CY2001 Thousands of Dollars

| Destination | Oranges | Easy Peelers | Lemons | Grapefruit | Sweetie+ <br> Pomello | Others | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| EU | 23914 | 11198 | 13 | 18614 | 1766 | 3144 | 58649 |
| US | 106 | 511 |  | 25 | 73 | 1106 | 1821 |
| Argentina | 590 | 83 |  | 1724 | 13 | 7 | 2417 |
| Other S . <br> America | 0 | 0 |  | 6 | 16 | 9 | 31 |
| Sweden |  |  |  |  |  |  |  |
| Norway | 2164 | 134 |  | 115 | 19 | 0 | 2432 |
| FSU | 1532 | 2220 |  | 2621 | 269 | 102 | 6744 |
| Poland |  |  |  |  |  |  |  |
| S. Africa | 79 | 149 |  | 126 | 0 | 0 | 354 |
| Other <br> Africa |  |  |  |  |  |  |  |
| Japan | 0 | 0 |  | 2420 | 5279 | 0 | 7699 |
| Other S. E. Asia | 185 | 143 | 33 | 280 | 437 | 12 | 1090 |
| Others | 810 | 261 | 46 | 1456 | 80 | 189 | 2842 |
| Grand Total | 29380 | 14699 | 92 | 27387 | 7952 | 4569 | 84079 |

Source: CBS, Foreign Trade Statistics Annuals.

Table 12: Citrus Exports to the European Union - MY 2001 - Metric Tons

| Variety | Total Exports | Of which: EU | \% of Variety <br> 2001 | \%of Variety <br> 2000 |
| :--- | ---: | :--- | :--- | :--- |
| Oranges | 34000 | 16410 | 48 | 77 |
| White grapefruit | 9288 | 3363 | 36 | 56 |
| Red grapefruit | 41170 | 20385 | 50 | 58 |
| Sweetie | 15975 | 3335 | 22 | 27 |
| Total Grapefruit | 65458 | 27083 | 50 | 46 |
| Easy Peelers | 25000 | 8945 | 36 | 55 |
| Lemons | 3000 | 1623 | 54 | 0 |
| Others | 2000 | 820 | 41 | 25 |
| Total | 129458 | 54881 | 42 | 59 |

Source: Citrus Marketing Board of Israel.

## Sweetie Exports

The Sweetie appears to be the biggest disappointment for the citrus industry in recent years. Despite concrete efforts to expand exports, sales volume was low. Only a few years ago, Israeli exporters planned to export 3 million boxes, mainly to Japan. Two years ago Sweetie production had reached 4.5 million boxes. Exports to the Japanese market have dropped from season to season. At their peak, Sweetie exports to Japan totaled 1.4 million boxes. MY1999 ended with 1.24 million, and in MY 2001 only 743 thousand boxes were shipped to Japan. Another 398 thousand boxes were exported to China, South Korea, Russia and Western Europe. Concerted marketing efforts to expand Sweetie exports to Japan yielded no results. Stiff restrictions on size, set by Japanese importers, and the low prices offered also had an effect. Efforts made in the South Korean market to open it to Sweetie imports failed totally due to Korean administrative restrictions on importation of new varieties. Export of yellow Sweetie to Europe reached 400,000 boxes and stopped growing. Most of the uprooted citrus orchards during the last two years were of Sweetie. The uprooting is aimed to decrease the total area of Sweetie to a size that will supply not more than 1 million boxes.

## Citrus Product Exports

As with fresh citrus, Israel's exports of citrus products to the European Union have declined although with respect to grapefruit Israel still is a dominant player. Due to reduced deliveries of fresh fruit for processing, total production has declined and total export value has dropped by 35 percent.

Table 13: Exports of Israeli Citrus Products by Type and Destination in CY1999

Thousands of Dollars

| Destination | Orange Conc. | Grapefruit Conc. | Grapefruit Slices | Orange Juice | Grapefruit Juice | Other | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| EU | 14330 | 1123 | 12079 | 32990 | 27255 | 2827 | 90604 |
| US | 140 | 26 |  | 7170 | 88 | 41 | 7465 |
| Turkey | 155 |  |  | 540 |  |  | 695 |
| Sweden |  |  | 24 |  |  |  | 24 |
| FSU | 794 | 128 | 10 | 2524 | 464 | 84 | 4004 |
| Japan |  | 777 | 1409 | 521 | 5989 | 2020 | 10716 |
| Other S.E. <br> Asia | 258 | 259 |  | 911 | 2377 | 968 | 4773 |
| Others | 704 | 78 | 20 | 2165 | 1455 | 244 | 4666 |
| Grand Total | 16381 | 2391 | 13542 | 46821 | 37628 | 6184 | 122947 |

Source: CBS, Foreign Trade Statistics Annuals.
*Other includes concentrate and juice.

Table 14: Exports of Israeli Citrus Products by Type and Destination in CY2000

## Thousands of Dollars

| Destination | Orange Conc.. | Grapefruit Conc. | Puree | Orange <br> Juice | Grapefruit <br> Juice | Other | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| EU | 17498 | 24703 | 5457 | 52 | 486 | 10417 | 58613 |
| US |  | 102 | 43 | 13 | 39 | 5501 | 5698 |
| Argentina |  |  |  |  |  | 35 | 35 |
| Other South America |  |  |  |  |  | 12 | 12 |
| Turkey |  |  |  |  |  | 95 | 95 |
| Sweden |  |  | 44 |  |  | 38 | 82 |
| Norway |  |  | 41 |  | 12 |  | 53 |
| FSU | 132 | 82 | 61 | 50 |  | 146 | 471 |
| Poland | 644 | 7763 | 927 |  |  | 183 | 9517 |
| S. Africa |  |  |  | 3 |  |  | 3 |
| Other Africa |  |  | 30 |  |  |  | 30 |
| Japan |  |  | 460 | 6 |  | 181 | 647 |
| Other S. E. Asia |  | 136 | 98 | 33 |  |  | 267 |
| Others | 679 | 861 | 305 | 51 | 14 | 176 | 2086 |
| Grand Total | 18953 | 33647 | 7466 | 208 | 551 | 16784 | 77609 |

Source: CBS, Foreign Trade Statistics Annuals.

* Puree includes orange and grapefruit
** Other includes grapefruit slices and orange slices.

Table 15: Exports of Israeli Citrus Products by Type and Destination in CY2001 Thousands of Dollars

| Destination | Orange Conc. | Grapefruit Conc. | Puree | Orange Juice | Grapefruit Juice | Other | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| EU | 1075 | 1146 | 2363 | 13972 | 24594 | 7080 | 50230 |
| US | 360 | 1580 |  | 5 | 52 | 3998 | 5995 |
| Argentina |  |  |  |  |  | 1744 | 1744 |
| Others South America | 1385 | 421 |  | 74 |  | 1266 | 3146 |
| Turkey |  | 222 |  |  |  | 7 | 229 |
| Sweden |  |  |  |  |  |  |  |
| Norway |  |  |  | 31 |  |  | 31 |
| FSU |  |  | 106 | 703 | 352 | 18 | 1179 |
| Poland |  |  | 274 | 326 | 4798 |  | 5398 |
| S. Africa | 409 | 1818 |  |  |  | 502 | 2729 |
| Other Africa |  |  |  |  |  |  |  |
| Other S. E. Asia |  | 50 | 79 | 30 | 302 | 5 | 466 |
| Others | 322 | 195 | 160 | 760 | 1418 | 343 | 3198 |
| Grand Total | 3551 | 5432 | 2982 | 15901 | 31516 | 14963 | 74345 |

Source: CBS, Foreign Trade Statistics Annuals

| PSD Table |  |  |  |  |  |  |
| :--- | :--- | :--- | ---: | ---: | ---: | ---: |
| Country | Israel |  |  |  |  |  |
| Commidity: Oranges |  |  |  |  |  |  |
|  | Revised | 2000 |  | 2001 |  | 2002 |
|  | Old | New | Old | New | Old | New |
| Market Year Begin |  | $10 / 2000$ |  | $10 / 2001$ |  | $10 / 2002$ |
| Area Planted | 7000 | 6760 | 6000 | 5700 | 0 | 5500 |
| Area Harvested | 6950 | 6700 | 5900 | 5650 | 0 | 5400 |
| Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Non Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Total No. of Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Production | 225 | 218 | 190 | 160 | 0 | 198 |
| Imports | 0 | 0 | 5 | 0 | 0 | 5 |
| TOTAL SUPPLY | 225 | 218 | 195 | 160 | 0 | 203 |
| Exports | 71 | 71 | 55 | 34 | 0 | 61 |
| Fresh Dom. <br> Consumption | 69 | 62 | 70 | 62 | 0 | 70 |
| Processing | 25 | 85 | 70 | 64 | 0 | 72 |
| TOTAL <br> DISTRIBUTION | 218 | 195 | 160 | 0 | 203 |  |


| PSD Table |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Country | Israel |  |  |  |  |  |
| Commidity: Fresh <br> Grapefruit (incl. <br> Sweetie) |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | Revised |  |  |  |  |  |
|  | Old | New | Old | New | Old | New |
| Market Year Begin |  | $10 / 2000$ |  | $10 / 2001$ |  | $10 / 2002$ |
| Area Planted | 8110 | 8110 | 5900 | 5600 | 0 | 5300 |
| Area Harvested | 310 | 7310 | 5700 | 5400 | 0 | 5250 |
| Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Non Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Total No. of Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Production | 320 | 316 | 297 | 251 | 0 | 255 |
| Imports | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL SUPPLY | 320 | 316 | 297 | 251 | 0 | 255 |
| Exports | 95 | 94 | 76 | 68 | 0 | 91 |
| Fresh Dom. <br> Consumption | 25 | 20 | 22 | 20 | 0 | 27 |
| Processing | 200 | 202 | 199 | 163 | 0 | 0 |
| TOTAL <br> DISTRIBUTION | 320 | 316 | 297 | 251 | 0 | 255 |


| PSD Table |  |  |  |  |  |  |
| :--- | :--- | ---: | ---: | ---: | ---: | ---: |
| Country | Israel |  |  |  |  |  |
| Commidity: Fresh <br> Tangerines |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | Revised | 2000 | Prelim | 2001 | Forecast | 2002 |
| Old | New | Old | New | Old | New |  |
| Market Year Begin |  | $10 / 2000$ |  | $10 / 2001$ |  | $10 / 2002$ |
| Area Planted | 5932 | 5932 | 5000 | 4900 | 0 | 4900 |
| Area Harvested | 5132 | 5132 | 4900 | 4750 | 0 | 4800 |
| Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Non Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Total No. of Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Production | 86 | 81 | 85 | 83 | 0 | 100 |
| Imports | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL SUPPLY | 86 | 81 | 85 | 83 | 0 | 100 |
| Exports | 30 | 30 | 29 | 25 | 0 | 35 |
| Fresh Dom. <br> Consumption | 30 | 25 | 35 | 30 | 0 | 35 |
| Processing | 26 | 26 | 21 | 28 | 0 | 30 |
| TOTAL <br> DISTRIBUTION | 86 | 81 | 85 | 83 | 0 | 100 |


| PSD Table |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Country | Israel |  |  |  |  |  |
| Commidity: Fresh Lemons |  |  |  |  |  |  |
|  | Revised | 2000 | Prelim | 2001 | Forecast | 2002 |
|  | Old | New | Old | New | Old | New |
| Market Year Begin |  | 10/2000 |  | 10/2001 |  | 10/2002 |
| Area Planted | 1150 | 1150 | 1700 | 1700 | 0 | 1700 |
| Area Harvested | 1100 | 1100 | 1250 | 1250 | 0 | 1650 |
| Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Non Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Total No. of Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Production | 16 | 16 | 17 | 19 | 0 | 30 |
| Imports | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL SUPPLY | 16 | 16 | 17 | 19 | 0 | 30 |
| Exports | 1 | 0 | 1 | 0 | 0 | 3 |
| Fresh Dom. Consumption | 14 | 15 | 15 | 15 | 0 | 16 |
| Processing | 1 | 1 | 1 | 4 | 0 | 11 |
| $\begin{array}{\|l\|} \text { TOTAL } \\ \text { DISTRIBUTION } \end{array}$ | 16 | 16 | 17 | 19 | 0 | 30 |


| PSD Table |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Country | Israel |  |  |  |  |  |
| Commidity: Fresh Citrus Other |  |  |  |  |  |  |
|  | Revised | 2000 | Prelim | 2001 | Forecast | 2002 |
|  | Old | New | Old | New | Old | New |
| Market Year Begin |  | 10/2000 |  | 10/2001 |  | 10/2002 |
| Area Planted | 1420 | 1420 | 830 | 830 | 0 | 600 |
| Area Harvested | 1300 | 1300 | 700 | 700 | 0 | 550 |
| Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Non Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Total No. of Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Production | 15 | 15 | 11 | 11 | 0 | 8 |
| Imports | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL SUPPLY | 15 | 15 | 11 | 11 | 0 | 8 |
| Exports | 9 | 9 | 2 | 2 | 0 | 5 |
| Fresh Dom. <br> Consumption | 6 | 6 | 2 | 2 | 0 | 3 |
| Processing | 0 | 0 | 7 | 7 | 0 | 0 |
| Total Distribution | 15 | 15 | 11 | 11 | 0 | 8 |


| PSD Table |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Country | Israel |  |  |  |  |  |
| Commidity: Orange Juice |  |  |  |  |  |  |
|  | Revised | 2000 | Prelim | 2001 | Forecast | 2002 |
|  | Old | New | Old | New | Old | New |
|  |  | 10/2000 |  | 10/2001 |  | 10/2002 |
| Delivery to Processors | 85 | 85 | 65 | 64 | 0 | 72 |
| Beginning Stocks | 1 | 1 | 9 | 15 | 0 | 15 |
| Production | 43 | 52 | 41 | 40 | 0 | 44 |
| Imports | 35 | 50 | 45 | 45 | 0 | 35 |
| TOTAL SUPPLY | 79 | 103 | 95 | 100 | 0 | 94 |
| Exports | 50 | 51 | 37 | 37 | 0 | 40 |
| Domestic Consumption | 20 | 37 | 48 | 48 | 0 | 45 |
| Ending Stocks | 9 | 15 | 10 | 15 | 0 | 9 |
| TOTAL DISTRIBUTION | 79 | 103 | 95 | 100 | 0 | 94 |


| PSD Table |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Country | Israel |  |  |  |  |  |
| Commidity: <br> Grapefruit Juice (including Sweetie) |  |  |  |  |  |  |
|  | Revised | 2000 | Prelim | 2001 | Forecast | 2002 |
|  | Old | New | Old | New | Old | New |
|  |  | 10/2000 |  | 10/2001 |  | 10/2002 |
| Delivery to Processors | 202 | 200 | 199 | 163 | 0 | 137 |
| Beginning Stocks | 0 | 0 | 28 | 22 | 0 | 16 |
| Production | 103 | 101 | 101 | 81 | 0 | 71 |
| Imports | 25 | 28 | 15 | 12 | 0 | 15 |
| TOTAL SUPPLY | 128 | 129 | 144 | 115 | 0 | 102 |
| Exports | 83 | 80 | 105 | 82 | 0 | 70 |
| Domestic Consumption | 17 | 27 | 23 | 22 | 0 | 25 |
| Ending Stocks | 28 | 22 | 16 | 11 | 0 | 7 |
| $\begin{aligned} & \text { TOTAL } \\ & \text { DISTRIBUTION } \end{aligned}$ | 128 | 129 | 144 | 115 | 0 | 102 |


| PSD Table |  |  |  |  |  |  |
| :--- | :--- | :--- | ---: | ---: | ---: | ---: |
| Country | Israel |  |  |  |  |  |
| Commidity: Tangerine <br> Juice |  |  |  |  |  |  |
|  | Revised | 2000 | Prelim | 2001 | Forecast | 2002 |
|  | Old | New | Old | New | Old | New |
|  |  | $10 / 2000$ |  | $10 / 2001$ |  | $10 / 2002$ |
| Delivery to <br> Processors | 26 | 26 | 21 | 21 | 0 | 30 |
| Beginning Stocks | 7 | 7 | 6 | 9 | 0 | 4 |
| Production | 14 | 14 | 11 | 11 | 0 | 15 |
| Imports | 20 | 20 | 25 | 22 | 0 | 20 |
| TOTAL SUPPLY | 41 | 41 | 42 | 42 | 0 | 39 |
| Exports | 22 | 20 | 25 | 25 | 0 | 22 |
| Domestic <br> Consumption | 13 | 12 | 13 | 13 | 0 | 12 |
| Ending Stocks | 6 | 9 | 4 | 4 | 0 | 5 |
| TOTAL <br> DISTRIBUTION | 41 | 41 | 42 | 42 | 0 | 39 |


[^0]:    Source: CBS, Foreign Trade Statistics Annuals

