

LITCHI WORLD NEWS

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AUSTRALIA

– February 8th, 2012

US West Coast in sight for Aussie litchi growers

Australian litchi growers may export 10% of their crop to the US after final approval is given by the Animal and Plant Health Inspection Service (APHIS), but there are concerns the protocol may be too onerous to warrant the cost. The announcement coincided with a similar tentative approval for South African litchis. Australian Lychee Growers' Association president, Ian Groves, cannot reveal the exact processes that are in discussion but says some of the measures proposed may be 'prohibitive', as the 400 metric tons (MT) the industry would like to air freight to the US may not be enough to cover the expense.

Regardless of what the fine print ends up as, he is still positive about the opportunities in the US market as an addition to an export portfolio that is focused on Singapore and Hong Kong, as well as smaller volumes to the Pacific Islands, New Zealand, the United Arab Emirates and Canada. "We think the West Coast in the United States, particularly San Francisco and Los Angeles, would be a good market for us; I understand there is a fair sized Asian community in San Francisco, so that would



be a positive market for Australia," he says. "Vietnam, along with China and Thailand, are on the other side of the equator, so they're counter seasonal to us, which means our competition would be South Africa, and we'd be competing on a different level. "South Africa tends to ship and sulphur dioxide their product, whereas in Australia we don't do that; we air freight, so we've got a more expensive product, but we also have better and smaller seeded varieties than South Africa." **ST**

Source: [http://www.freshfruitportal.com/2012/02/08/au-s-west-coast-in-sight-for-aussie-litchi-growers/?country=south africa; shortened](http://www.freshfruitportal.com/2012/02/08/au-s-west-coast-in-sight-for-aussie-litchi-growers/?country=south%20africa;shortened)

INDIA – 3 June 2013

Litchi growers suffer heavy losses

The unseasonal pre-monsoon rain has come as a major setback to the famous 'Shahi' litchi. The litchi growers have suffered a loss of more than 50% during the last week. This season has also been shortened from 25 days to just 15 days this year. The fruit requires high temperature and westerly wind for its natural growth just before harvesting. But, the untimely rain and the resultant increased humidity in the climate, have resulted in an attack by borer insects. As a result of this the fruit has started dropping from the trees in orchards on a considerable scale. Panicked by the losses, growers have started harvesting the fruit as quickly as possible. The fruit is most likely to disappear from the market within a week, it is feared. **ST**

Source: articles.timesofindia.indiatimes.com

ISRAEL

– 11 July 2013

Slow start for Israel lychee

With main volumes of lychee from Israel to hit Europe in a couple of weeks, early shipments of the fruit have not done as well as expected. "We've shipped some lychee by air so far," said Tomer Ezra, Mehadrin's managing director. "So we're selling quantities of fruit already, but not as much as we had expected." The idea of exporting early volumes by air is to take advan-

tage of early season prices before large volumes of the fruit drive those prices down. Because air transport is more expensive than sea shipments, prices tend to be higher anyway. But this year, there haven't been as many takers as in previous years. Vietnam's supplies tend to go down about this time of year, and with customers preferring Israel's higher quality product, Ezra expects volumes



and sales in Europe to pick up soon. "In about one or two weeks, when the sea shipments start arriving in Europe, that's when the lychee season will open up for us," explained Ezra. "However, the lychee is a niche market, in this way or another, we aren't speaking about high volumes." **ST**

Source: www.freshplaza.com

CHINA

– 2 July 2013

Lychee output to plummet in Guangzhou

Every July marks the harvest season of lychees. Zengcheng and Conghua are shrouded in the festivity and celebration generated by the annual event – the Lychee Festival. During the festival, apart from the taste and appreciation of lychees, dance and singing performances, sports shows, art and photography activities, book exhibitions, product promotion and trade negotiations are also held. Ever since 1990, lychee festivals are held in Zengcheng every year, earning it the reputation as the town of lychees. Guilv, a variety of lychees is famous both at home and abroad, attracting an endless stream of tourists to Zengcheng. In 1992, the government of Conghua held the first Conghua Lychee Festival. With its constant expansion

and development over the years, the lychee festival in Conghua has evolved into a grand event that integrates leisure, entertainment, catering and health. From originally an official event to a non-governmental one, the festival has gradually marched into maturity. **ST**

Source: <http://www.gz.gov.cn/publicfiles/business/htmlfiles/gzgovcn/s9318/201104/802512.html>



Lychee festival

Due to prolonged rains in Guangdong Province, the output of lychee from Zengcheng, a county-level city in Guangzhou, is expected to drop by 40% this year. Yao Wenhao, deputy director of Zengcheng Agricultural Bureau, confirmed the steep drop in lychee production, adding that just 7 900 tons will be produced because of persistent heavy rains over the last two months.

Zengcheng is a major production base of the subtropical fruit. Its lychee plantations cover 11 470 hectares. Local authorities recently held a three-day lychee carnival. More than 100 fruit producers from Thailand also attended the event to showcase their own fruits. **ST**

Source: www.ecns.cn



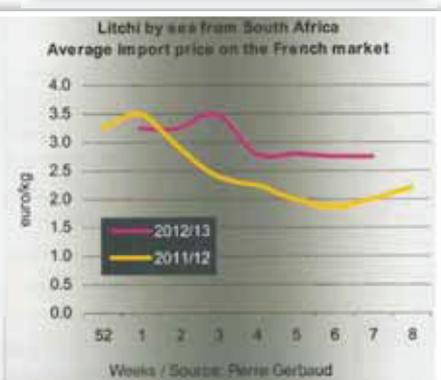
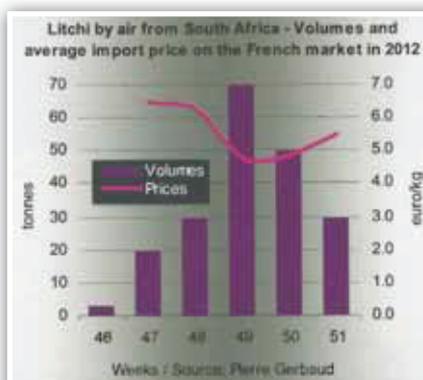
SOUTH AFRICA

– May 2013

2012-13 season: Irregular deliveries and quality problems

The South African season was a little later than the others, starting with small air shipments in week 46. South African exports peaked in week 49, but without equalling the volumes shipped at the same time in 2011. After fetching higher prices in the first weeks of the season, the prices of South African litchis shifted to approach those of the competition. As in previous years, these better graded fruits with good organoleptic qualities sold well, mainly on wholesale markets.

Fruit quality was fragile this season, with frequent fungal attacks that reduced the selling price of certain batches. However, good quality fruits sold well at distinctly higher prices than those of the preceding season. The sea transport started later than planned. South African deliveries were fairly irregular, making customer fidelity difficult. In February, South Africa was the



Litchi delivered by air and sea to French market.

only supplier of litchi to the European market and so prices were firm and stable.

Demand for South African produce also increased again in the first half of February with the Chinese New Year celebrations. In spite of irregular deliveries, the volume exported from South Africa totalled around 3 600 tonnes,

a substantial increase on the total of 2 000 tonnes in the previous season. South Africa is still the second largest exported after Madagascar. It contributes a significant complement by the segmentation of the range with strict selection of fruit and fruit size. **ST**

Source: *Fruitrop Journal*, May 2013, No.211; shortened