

# THE PRODUCE NEWS

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## Summer Citrus from South Africa continues growth in Houston

July 27, 2016

Summer Citrus from South Africa is continuing to grow business with retailers in midwestern and Gulf states with a 300 percent increase in tonnage flowing through the port of Houston this season.

Each year, approximately 50,000 tons of South African Navels, easy peelers, Midnights and grapefruit are imported into the U.S. primarily through the ports of Philadelphia and New York. As demand for South African citrus has increased, so have efforts to secure additional entry points into the U.S. market. Now in its third season working with Summer Citrus from South Africa, the port of Houston is the only Southern U.S. port approved by the U.S. Department of Agriculture for the specific cold-treatment program required for fruit from South Africa.

"With the complex USDA regulations, we are pleased that we have been able to accommodate the South African program," John Moseley, senior director of trade development for the Port of Houston Authority, said in a press release. "Our partnership is a result of the brand's commitment to sending quality product, and we're thrilled to be doing business for another year."

In order to support the increased volume of Summer Citrus from South Africa in midwestern and Gulf states, the brand has partnered with regional bloggers to fuel demand at their local retailers. Paired with the new website design and social media presence, the brand is confident that shoppers will continue to seek fresh, great tasting citrus in the summer months.

"We're confident that our consumer marketing campaign will inspire more interest in the brand," Suanra Conradie, chief executive officer of Summer Citrus from South Africa, added in the press release. "Coupled with our increased distribution, we expect to see positive sales growth from the elevated presence that Summer Citrus from South Africa will have this season."



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### Bacon and grapefruit? Chef Jill Davie makes it work (</more-videos/videos/19329-bacon-and-grapefruit-chef-jill-davie-makes-it-work>)



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(<http://producenews.net/more-sightings/sightings/19295-fresh-produce-floral-council-southern-california-expo>) Bobby Miller, Nikki Winn and Brisa Beltran of Cabo Fresh.



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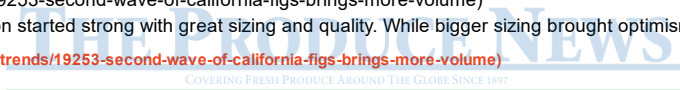
### Second wave of California figs brings more volume (</markets-and-trends/19253-second-wave-of-california-figs-brings-more-volume>)



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The California fig season started strong with great sizing and quality. While bigger sizing brought optimism to retailers looking ...

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THE PRODUCE NEWS | 800 Kinderkamack Road, Suite 100 | Oradell, NJ 07649 | Tel: (201) 986-7990 - Fax: (201) 986-7996

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