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Fruit marketer AMC Direct enjoys its full engagement in summer citrus program

by Tad Thompson | July 15, 2016

GLASSBORO, NJ — The summer clementine market was strong as summer rolled onto the 2016 calendar. “There is good, fair pricing at the moment,” he said June 17. “I think the market will stay strong as the whole summer season progresses,” said Miles Fraser-Jones, who is the senior vice president of the international fruit marketing firm, AMC Direct.

In brief, AMC is involved in trading most summer citrus varieties — and other — citrus varieties that are on the market.

For the eighth year, this summer AMC is receiving Star Ruby grapefruit from the northern cape of South Africa.

“There is a definite increase in grapefruit supply this season,” Fraser-Jones noted. “There is good size. It is deep red.”

These grapefruit arrivals started in Philadelphia in mid-June and will run until the first week of August.



AMC Direct was represented at the mid-June United Fresh convention by Casey Ison, sales and marketing manager and Miles Fraser-Jones, senior vice president.

South African clementines, Cara Cara and other varieties were to be discharged June 27 at the Gloucester Marine Terminal in nearby Gloucester City, NJ. The South African clementine volume will have good volume but will be less than anticipated because of hot weather and some phytosanitary issues, Fraser-Jones said.

All of the South African citrus exported to the United States is running earlier than normal, he said, and “imported Navels will be tight.” South African Navels will end early, too, in early September, he predicted. “This sets up a good window for Midnight valencias, which are expected to start by mid-September and finish by Oct. 10.

Fraser-Jones said Peruvian clementine supplies this year may be down 30 percent. This is especially significant “because Peru is [generally] a much bigger player” than it had been in the past, he asserted.

From Peru, this will be the fourth summer that AMC will be shipping its proprietary clementine variety, Tango. For AMC, this “100 percent seedless” clementine increases year on year. Tangos’ shipping season begins at the end of July and runs into late August or early September.

For AMC, South Africa is the largest supplier of Navel oranges and Peru “is the biggest supplier of easy peelers,” he said.

The summer citrus season is considered over by the end of October and then in mid-November AMC begins its Spanish and Moroccan clementine deal.

"Thanksgiving is our target. You will see the first Spanish and Moroccan clementines by Thanksgiving." The Moroccan fruit will remain in the market until the end of March. Spain will end in late January.

AMC is also a major player in international grape trading

AMC Direct is part of the AMC Grupo Alimentación, Fresco y Zumos, S.A. The parent company, which is located in Murcia, Spain, is more commonly known as the AMC Group.

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At the Avocados from Mexico booth were Alejandro Duran, Erick Coronado, Irene Cabanas, Maggie Bezar and Oscar Garcia.



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While California, Florida and several Mexican regions provide this nation with the vast majority of its tomatoes throughout the ye...

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