

# THE PRODUCE NEWS

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### South Africa citrus seeing growth across the board

May 02, 2017

Summer Citrus from South Africa brought together members from across the United States and South Africa's Western Cape for its annual planning meeting to review sales and marketing plans, production volumes, shipping schedules and category trends to support the 2017 season.

Seald Sweet International's Mayda Sotomayor opened the planning sessions by introducing the growers, importers, retailers, marketing team and other key members of the organization. SCSA grower Piet Smit gave a production update, confirming that crop has increased from 2016. All products have seen volume growth, including easy-peelers (15 percent), navels (7 percent), Midknights (40 percent), Cara Caras (11 percent) and Star Ruby grapefruit (26 percent).



Sam's Club's Shanan Cox spoke about the trends in citrus consumption and purchasing behaviors of the club channel shopper while Joel Nelsen of California Citrus Mutual spoke on behalf of the California citrus producers to educate the group on economic realities of the citrus market in America.

"I've had the honor to be part of the South African program now for 17 seasons. We've come a long way, and weathered several perfect storms together," said Sotomayor, who is chief executive officer of Seald Sweet. "Now look at us and what has been accomplished. We're growing stronger each year and building a legacy."

Dan'l Mackey Almy, chief executive officer of DMA Solutions, and DMA Vice President Megan Zweig presented the success of last year's inaugural consumer marketing campaign along with expected outcomes of this year's marketing efforts, based on the data collected from last year's consumer outreach. The company's Swing Into Summer! promotion will launch next month, followed by an influencer-based promotion in July -- all with the goal to educate and inspire the use of Summer Citrus from South Africa while it's available.

"Our annual planning meeting is a vital part of our company's success and offers the opportunity to bring all of our partners together before our first vessel arrives in the U.S. in June," said Suhanra Conradie, chief executive officer of Summer Citrus from South Africa. "This year was a tremendous success as we've continued to bring thoughtful discussion to the table in order to best serve the U.S. market while domestic citrus is not available."

Meeting attendees also included key players from the brand's four main importers – Seald Sweet, DNE, Capespan, and AMC. The event resulted in collaborative planning and preparation amongst the entire supply chain to support the most successful summer crop season to-date.



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### Mel Robbins teaches WFPC attendees her '5 Second Rule' (</more-videos/videos/21263-mel-robbins-teaches-wfpc-attendees-her-5-second-rule>)



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MIAMI — The Center for Growing Talent by PMA hosted its fifth annual Women's Fresh Perspectives Conference April ...

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South Carolina hosts EPC meeting (<http://producenews.net/more-sightings/sightings/21224-epc>)



(<http://producenews.net/more-sightings/sightings/21224-epc>) EPC President Vic Savanello of Allegiance Retail Services, Greg Veneziano of Bozzuto's Inc. and Bruce Klein of Maurice A. Auerbach Inc.

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### California stone fruit on target for good season (</markets-and-trends/21221-california-stone-fruit-on-target-for-good-season>)



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California does not appear to have an especially big crop of stone fruits this year, and combined with production problems in the ...

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