

US: Seald Sweet provides summer citrus from South Africa

Taking advantage of excellent growing conditions and a growing season that complements North American markets, Seald Sweet has found success with their summer citrus program in South Africa.



"South Africa is very important to Seald Sweet," said Kim Flores, marketing manager at Seald Sweet. They currently have direct investments in the region in the form of farms and have continued to expand their presence in the country through partnerships with other grower partners. Through these efforts, they've found success in shipping citrus from South Africa to North American, European and Asian markets.



"The summer citrus programs have grown into a solid category," said Flores. "Commodities such as oranges and clementines typically have great quality, especially in the later season varieties of clementines and navels where the eating quality is exceptional." That quality, coupled with counter-season availability to Northern Hemisphere citrus production, is another reason the programs have been popular, and why South Africa will continue to be a high priority for Seald Sweet.



"Summer Citrus has steadily gained strong consumer demand in the US and is a continued source of increased revenue for retailers," said Flores," and there is still opportunity for growth. So as the US market continues to expand in this category, productions and new plantings in regions such as South Africa will also continue to grow."



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