

# Atlântica News

ACCURATE INFORMATION FOR YOUR BUSINESS



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## 2012 Red grape Harvest: Excellent quality

The grape harvest in southern Brazil, which is responsible for 66% of the fruit production in the country, is coming to an end.

The fruit minimum price has increased by 9.6% in comparison with last year, and authorities estimate that this measure will enable farmers to continue investing in their crops, which is very positive for the following years.

Regarding the production of concentrated juice, the quality is very good following the industries forecast, which makes us at ease to close our contracts for 2012/2013 deliveries.

Please contact our commercial department.

## Aran aseptic bags

We'd like to remind our customers that according to Decree No. 7159 of 04.27.2010, Mercosur Free Trade Agreement X Israel, the Aran aseptic bags from January 1, 2012, now has the import tax reduced to 4,5%. From January 1, 2013 the import tax becomes 0% (zero).

Take the opportunity to request a quote to our special packaging department.

## New destination!

New destination: Yokohama  
Since this month, we will be shipping to Japan!

## Orange: month by month



Too much speech! Too much rumors! This is the orange market current state: waiting for a new harvest in June that shall be smaller than the one in 2011/2012, since it is uncommon to have two good harvests in a row, due to rains in different time and volume in each processing area in Brazil, resulting into two blooms so far, which means differences in fruit ripening stage, according to CEPEA's (Advanced study center in applied economy) information of last month.

It's also worth noting that Citrovita, one of the biggest producers of FCOJ in Brazil, has just closed down a plant in Matao - Sao Paulo, due to a rearrangement in its industrial activity after the merger with Citrosuco, recently approved by Brazilian competent authorities. According to ASSOCITRUS (Brazilian citrus association), from

early March/12, this can put farmers under big pressure as they will have fewer alternatives to deliver their fruit, whose future outlook is intriguing, since the rules set forth by the government concerning the minimum price levels are still effective.

As a differential, we keep processing working month by month, aiming at reaching the new season, without stopping the processing until there.

Regarding the by-products market, which is waiting for a new harvest for a while; some products are still available, exactly because orange keeps being processed, but demand is still appearing, showing that customers still needs it. Thus, the importance now is to have products being shipped, looking for availabilities next season.

## Uncertainties on peanut harvest

The peanut harvest in São Paulo, which is responsible for 80% of Brazilian production, is underway. Farmers have increased the planted area hoping that this harvest would be the best of the last five years, but

the drought of recent months can impair the productivity. By the end of the month we will have a clearer price picture so that we can quote new volumes to fulfill the Brazilian market demand.



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