

# Atlântica News

ACCURATE INFORMATION FOR YOUR BUSINESS



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## Red Grape minimum price rises more than 10%

The 2014 red grape harvest for industrial processing in Brazil is estimated to start on January 15, 2014 and the National Monetary Council (CMN) approved the increase of the minimum price of Isabel variety from R\$ 0.57 per kilo (around USD 0,24 per Kilo) to R\$ 0.63 per Kg (around USD 0,27), a readjustment of 10.52%.

Grape growers were expecting a further increase because the Grape Interstate Commission pointed out that the cost of red Grape is R\$ 0.72 per Kg (around USD 0,30 per Kilo), but the processing industries face this increase with concern, once there are remaining stocks of the previous crop and the purchasing market of concentrated juices, musts and derivatives is reluctant to accept an increase of this proportion.

## Agenda

Any suggested event in the food sector? We will be pleased to try to coordinate our participations, to be even closer to our clients and suppliers this year!

## Orange: 13/14 season comes to a close



Even with a small hope that a few Brazilian orange processors nurtured have some fruit still available to be processed still in the beginning of 2014, constant movement around on citric belts of the country and talks to fruit middlemen and pickers' associations were disappointing and confirmed the consequences of the low price paid for the fresh fruit did during the last few years: flowering shall not be kept due to trees that were not properly treated, which may result in a 2014/2015 harvest even smaller than that of 2013/2014 that was almost 20% less than 2012/13.

In Florida, in accordance with the Brazilian newspaper Valor Economico, dated January, 7 2014, "the intense cold

wave that reaches the United States sounded an alert in the orange juice market, due to concerns about frosts" since "the fear of the cold weather is worsened by the already tight supply of oranges in the current harvest of 2013/14", which, according to USDA, will be 9% lower than the 12/13 crop.

Thus, the widespread concern increases with the approach of demand to supply the beverage production for the summer in the northern hemisphere, which will happen in the next few months, as well as the expected consumption increase for the Brazilian domestic market due to sports events that the country will host in the coming years.



## Gulfood Fair

We hope to see you at the **Gulfood fair** in Dubai during **February 23 – 27, 2014** so we will bring more news about the world food market! Let us have your agenda so we can get organized in time to schedule the meetings.



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