

# Atlântica News

ACCURATE INFORMATION FOR YOUR BUSINESS



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## Tahiti lime: high dispute for the fruit

With the end of acid lime (Tahiti variety) season in São Paulo state, responsible for 76% of Brazilian production of this fruit, it is possible to see a positive outcome for farmers because, when compared to the previous season that had higher productivity what could indicate fruit price drop, there has been increased demand from the industry that processes the fruit for exports mainly, due to a poor season in both Mexico and Argentina because of bad weather conditions and politics problems, and also less availability in Brazil due to a poorer season caused by a dry weather period, which helped keep prices steady.

Based on this situation, fresh fruit availability at this moment is reduced and the dispute for it remains strong. Therefore, the need for lime must be monitored closely.

## New orange season: finally starting



The Brazilian orange season is expected to start in a few days. When compared to last year, the season should be regular, with good orchard productivity. However, the exact quantity of fruit to be processed by the industry is still uncertain, and this concerns farmers and, consequently, anticipates higher prices for concentrates. The worldwide stocks which are 32% less than last year, according to "CITRUS BR" information

at the beginning of May 2014, should also be taken into consideration.

Considering Florida's scenario, which had the smallest production in the last 24 years according to the USDA report last March, due to the increasingly complicated greening situation, unless an urgent solution is implemented, there will be an additional demand for Brazilian orange juice, putting more pressure at the current season.

Be sure to acquire the amount of product you will need!

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## Tomato, the villain of inflation



Although the tomato crop for industrial use has not begun to be harvested yet in Goiás, the largest producing state in Brazil, reports from producers who are already harvesting it for the fresh fruit market are not encouraging.

According to them, the weather has not helped, as the region went through a time of intense heat and lack of rain, followed by heavy unseasonal rains, and this resulted in the appearance of various pests that reduce fruit quality or hinder their development.

There are still several producers planting to harvest from August on, but tomatoes, which have been recently considered the villain of inflation in Brazil, may continue to bear this title.

## Peanut prices will remain steady

As mentioned in our last publication in March, 2014, the peanut crop was hampered by the severe drought that hit the main producer state, São Paulo, in the first quarter. So now that the end of season is approaching, there are many expectations about how many tones will be harvested; in Jaboticabal town, São Paulo state inland, players expect to

reduce breakage at a maximum of 15%.

In addition to this scenario, a period of increased peanut demand is approaching due to local festivals at this time of the year called Festas de São João, where the tradition is to eat sweets made of peanuts, so we will have steady prices in the next months.



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