

Atlântica News

ACCURATE INFORMATION FOR YOUR BUSINESS



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Perola pineapple: a challenge for 2015

For this 2015 year, increase on prices of pineapple is too expressive, in resume, due to cost's increase of the raw material, disputed by the fresh fruit market to the emergent people, also by small industries that getting Real's devaluation against US Dollar, starts the processing, also other increases like payroll, pesticides, fertilizers, electricity and imported packaging.

More than this, there is an additional concern about the end of the season that could anticipate to September not reaching common end season time in October or November in a circumstance that season had started also anticipated surprising plans that were still in maintenance period so some fruit were already lost it means that besides fresh fruit's shortage could be necessary to pay more for the fruit to still have it.

Brazilian orange processing season 2014/2015 is over

The Brazilian orange processing ex. season 2014/2015 was finished in February; the season presented a characteristic of high ratios and good yields in the industry, this last one

was basically due to the high natural Brix of the fruit, in consequence of the lack of raining, that concentrated the "juice" with the fruit still in the tree.

So, the inquiries of FCOJ with high Ratios, it means, 18+, must be guarantee right now before starting the new season processing that will arrive naturally with lower ratios and if happen will be produced at the end of the season.

Regarding the new season, that is still early to say, the market confirms that it should be considerable smaller than the previous ones, as a natural consequence after big consecutive seasons and also weather problems, like the lack of raining faced in São Paulo area; another worry is that it is

estimated that agriculture costs come much higher with pesticides, herbicides, machinery, recovery pieces, etc., due to a dollarized citrus chain; to consider as well other costs already faced by Brazilian citizens this year, that will certainly reach the production and logistics of orange juice like: electricity, transportation, labor costs and interest rates.

It is important to say that the worldwide stocks are close to the smallest historical levels, that Florida's season will be one of the smallest ones, that the Greening was already detected in Spain's orange fields, joined with a forecast of a considerable smaller new Brazilian season, that results in a forecast, if very conservative, some higher of prices at today's levels.



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June, 10-11
in Istanbul, Turkey
Visit us! **Stand 464**



NEW DESTINATION: our FCOJ is being shipped now to Guadeloupe!

Keep in mind we supply:



Pink guava and mango purees: ending season in Brazil

During the season time, until end of next month, we are supplying pink guava puree/ concentrate and mango purees, available frozen or packed in aseptic bags! For pink guava maybe we could see any volume until May, all depending on climate conditions not too much stable since last year in this country so suggest checking your needs as it can be accommodated versus availability.



Red grape: increases confirmed

Brazilian red grape season now in 2015 had started with difficulties, as per already highlighted in our previous editions of this Newsletter, due to strong rains in the state of Rio Grande do Sul that affected in the price of the raw material, increasing costs; once Brix of the fresh fruit does not reach the expected one fruit is more watered so more fruit is needed than usual in order to produce same volume of the concentrate, reducing industrial yield, besides the excess of rain could also compromise the color of the product.



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