



The imports of tomato pulp is already a reality

As indicated in the previous editions of Atlântica Foods's newsletter, the Brazilian crop of tomato for industrial use was seriously affected by weather problems such as unseasonable rains, which is creating problems in color and yield.



So imports into Brazil are already a reality and China, second largest producer behind the U.S. only, is the main foreign supplier. It is important to consider that over 70% of tomato pulp in China is cold break, specification unusual in Brazil and so, buyers must schedule their needs in order to guarantee imported product.

Passion Fruit: adjustment only for the next crop



After reaching the peak of USD 15.000 /mt FOB Guayaquil for concentrate 50° Brix passion fruit juice produced in Ecuador, prices began to accommodate between USD 9.000/mt -

10,000/mt FOB according to the English publication FoodNews, September 11, 2009.

In Brazil there is virtually no availability of concentrated product, but it is possible to purchase small quantities of NFC 12/14°. According to the market sources, normalization of both, Brazil and Ecuador crops will take place in March / April 2010, when the new season is forecast to start.

FCOJ - today and future

FCOJ market situation is very delicate nowadays and the forecast is that it will extend on, anticipating two important events to the juice sector, WORLD JUICE CONFERENCE from Oct.



05-08 in Nice - France and ANUGA FAIR from Oct. 10-14 in Cologne - Germany, counting with the presence of Atlântica Foods there.

In fact, last FCOJ contracts were already concluded with significant price increases, to be followed after World Juice and Anuga.

Some important facts are contributing for this reality: multi blossoms of orange trees forces farmers to pick up the fruits 3 or 4 times, which means high costs; valued national currency against US Dollar increases export costs; citrus diseases suggest farmers to substitute orange fields by other profitable cultures, due to increased production, maintenance and handling costs, all that gives a prospect of how crop is running to survive.

From our side, it will be a pleasure to see you next month in order to discuss about the latest market news, prices and availabilities.



NEW PRODUCT:
Guarana

- Extract
- Concentrate

Please let us know your needs!





Events

Come to visit us to know the latest market news about fruit juices and concentrates.



■ Between October 05 - 08,
World Juice, Nice - France.
Our stand will be at Hall of the
Hotel Le Meridien.



■ Between October 10 - 14,
Anuga, Cologne - Germany.
We will be also glad to welcome you
there, at our stand E-60/F69 - Hall 7.1.



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