

Atlântica News

ACCURATE INFORMATION FOR YOUR BUSINESS



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Top of cashew crop

It is with a good perspective that the harvest of cashew for juice has begun in Brazil. In Piauí the same is in full progress and neighbors Ceará and Rio Grande do Norte have good prospects.

On the other hand the nut industry, traumatized by last season, still prefers to wait for a clearer scenario of how the production of the principal supplier of the country, Ceará State, will be, in order to start making plans.

Great news!

From now on, you can also count on us for AÇAÍ! Do not hesitate to inform us your demand in order to coordinate the production, whose strong harvest season starts now in October, according to your needs.

New destination port:

We are happy to inform that we are shipping our goods to Casablanca port in Morocco! This is Atlântica expanding business territories!

News: Bag-in-box

We had started providing bag-in-box Aran for Post-mix in Brazil.

Orange: everybody wants to know!

Anuga Fair, in Germany, is coming and, as usual, the market of orange juice is bubbling for some news, specially since many are short of such raw material; we share the following points to direct the discussion:

- Fresh fruit prices are firm, since the last year, when people expected it to drop after the harvesting period finished around December/2010 which did not happen mainly due to strength of Brazilian local consumption, also driven by the increase in the purchasing power of Brazilians,, in addition to government incentives to include the orange juice in the "school food" of public education..
- The world stocks of Brazilian orange juice are the lowest in 20 years, being sufficient for 7 weeks of consumption only, which is the result of the reduction in fruit cultivation, according to the Brazilian Association of Citrus Juice Exporters (CitrusBR), in early July/2011.
- U.S. stocks are 39% lower if compared with the same period of 2009, according to

the United States Department of Agriculture (USDA) release in May 2011;

- The 2011 season came late, which means that the standard orange juice are shipped only after the second week of September, once a ratio 14 with standard color has just began to be produced, consequently this product will be arriving in Europe from October/2011 on;
- In the market there rumors that European supermarkets are considering prices of finished products using prices of orange juice already practiced in end of last season, which is higher than the negotiated at the beginning of this season;
- Brazilian government's policies for 2011/2012 season by credit lines for the stock of orange juice, whose incentive is welcome for the processors, since they do not feel pressured to sell due to cheaper financing of the production result;
- Brazil is in a big, season, but with peaks and no sufficient industrial capacity to process all fruit available, as well facing logistics gaps since the orchards.

Pineapple: decide for this fruit

Pineapple juice concentrate is now under market eyes that aims to ensure availability for the following months; it is also an interesting time because prices are regulating, and if Brazilian climatic conditions go with no surprises, the coming months will keep bringing good results.

In Thailand, which along with Indonesia, Philippines and Kenya account for 85% of the global market of this fruit, everybody is looking forward to a reasonable winter harvest after past two years of problematic experiences as a result of unusual weather conditions, resulting in excessively high fruit price, according to the issue of September, 8 2011, the newsletter of the British market, Foodnews.

Alert on tomato crop



Tomato crops both in Brazil, important for local supplies, and in China, the second largest producer in the world, are already underway and at first both had good prospects of being a good harvest.

However a few days ago in both countries there were news that due to the heat concentrated in some periods, the fruit ripened at once and as a result there will be concentration of fruit availability causing problems in the process and loss of raw material.

You are welcome
at our booth on
October 08-12
Cologne, Germany
at Hall 8.1
stand D066g - D068g.
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