

# Medium Term Citrus Trade Projections – 2015

Preliminary Results  
Trade and Markets Division

FAO – Rome  
November 2007



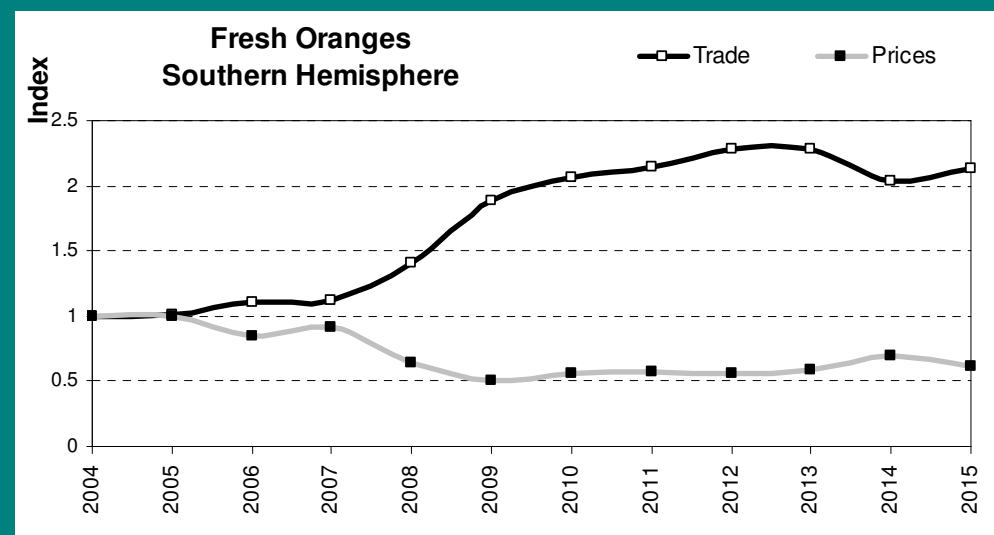
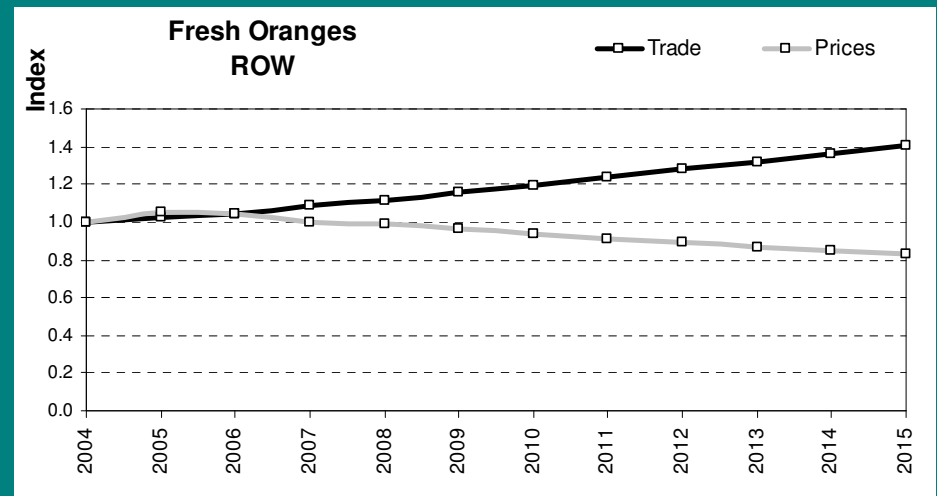
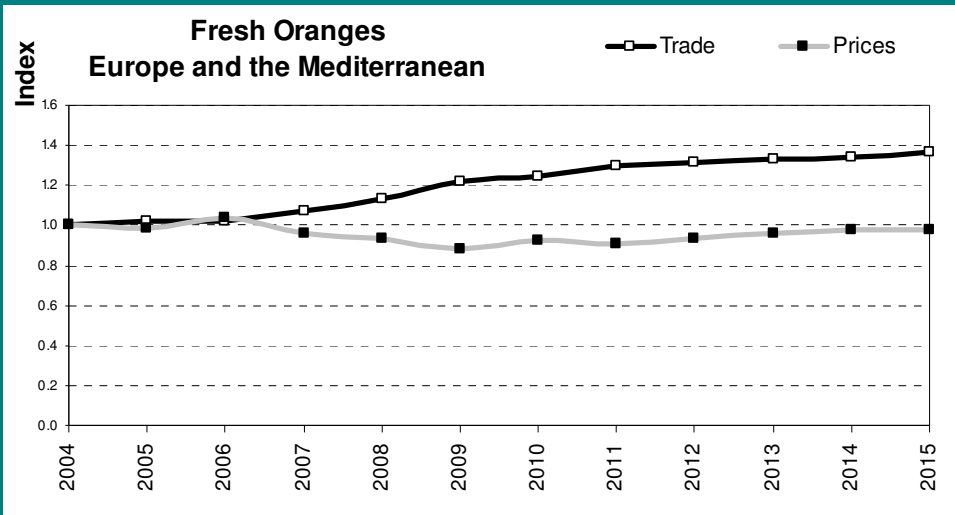
# Outline of the presentation

- The models
- Fresh citrus
- Processed citrus
- Conclusions
- Implications for strategies

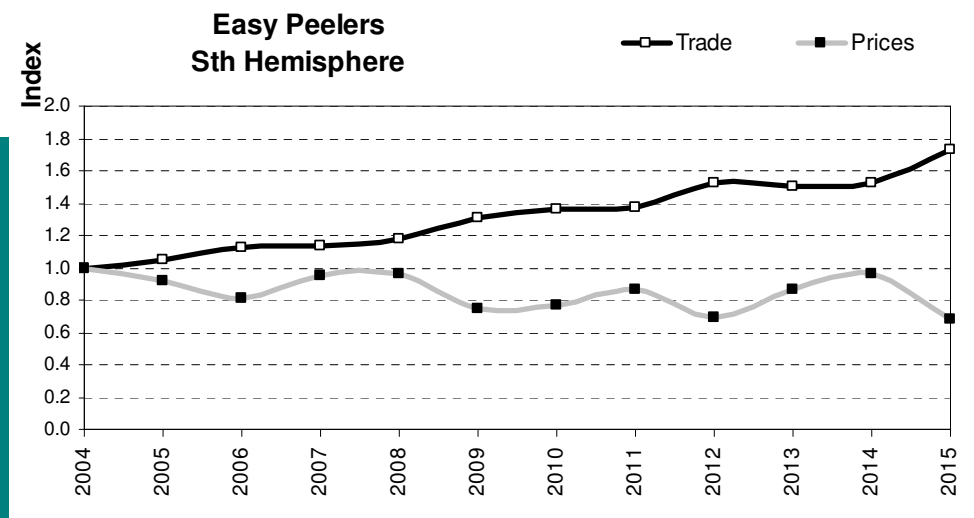
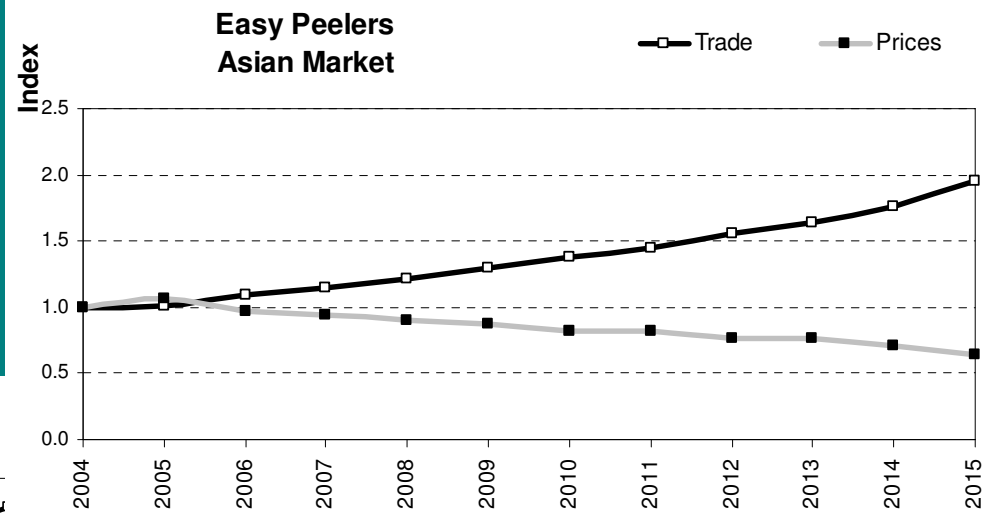
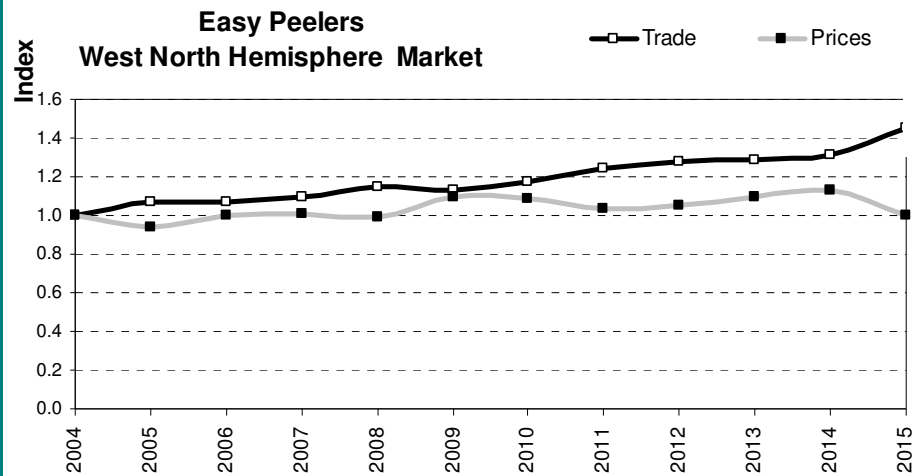
# The Models

- Fresh Citrus
  - Dynamic (lags on prices and partial adj.)
  - Partial equilibrium
  - By product and trading block
- Processed citrus (orange juice)
  - Net trade
  - Stock equations

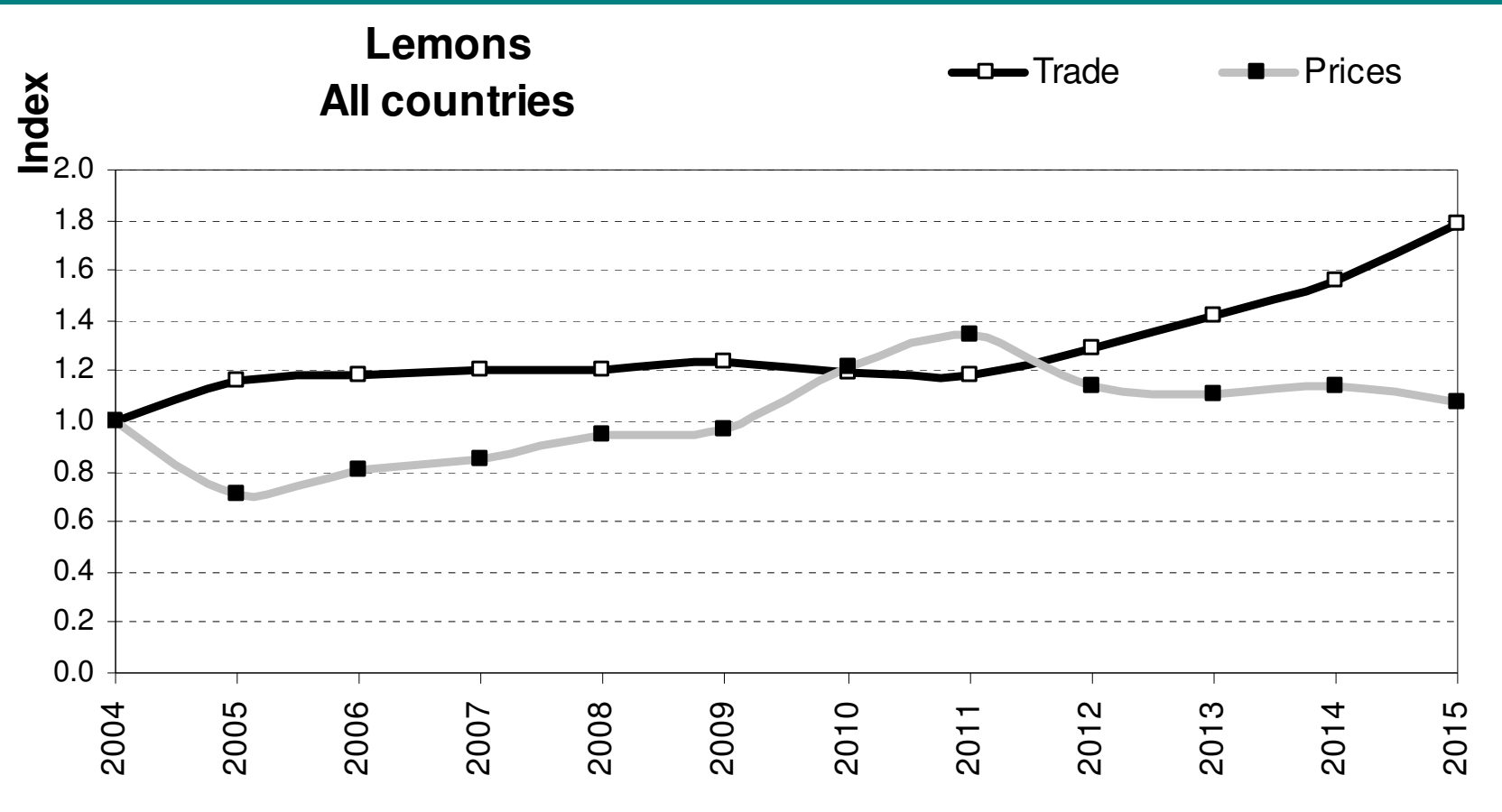
# Fresh Oranges



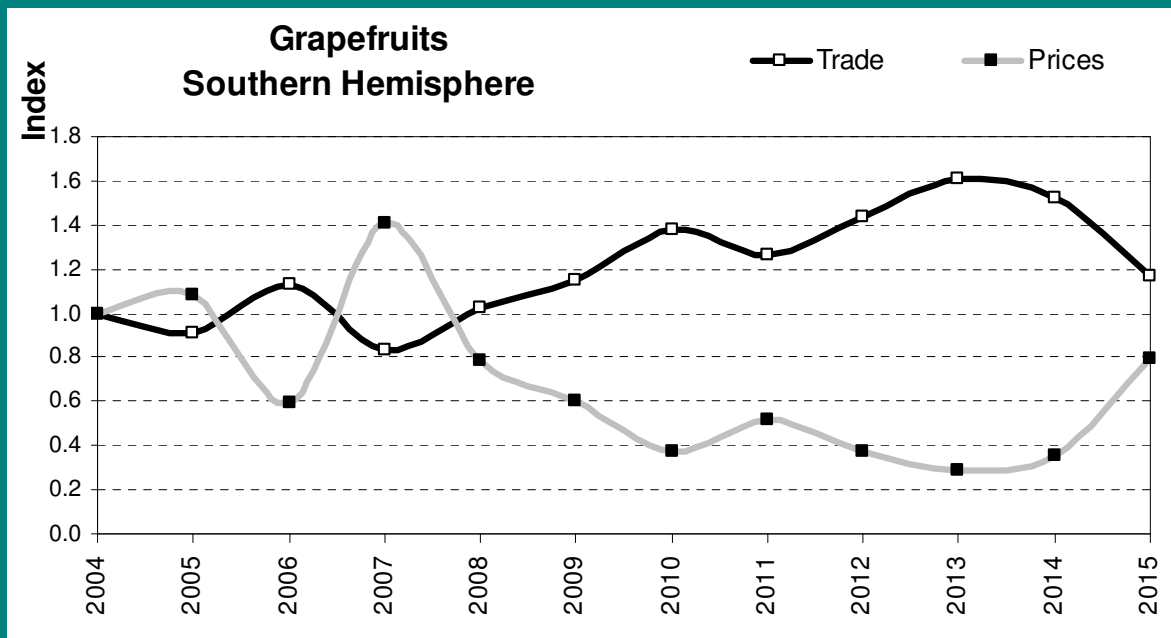
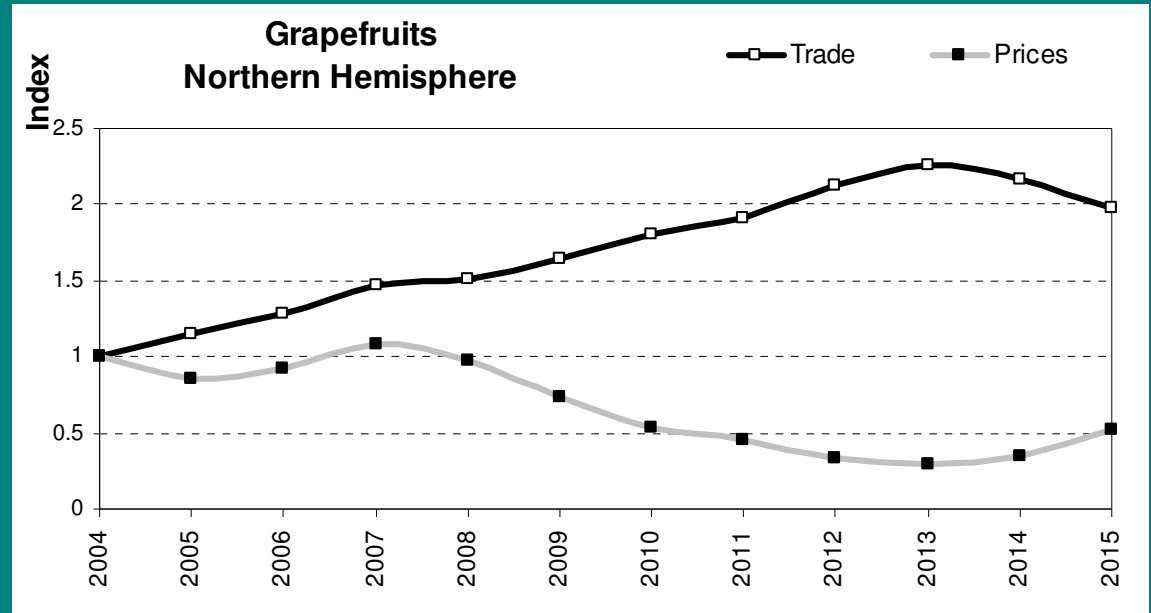
# Easy Peelers



# Lemons



# Grapefruits



# Findings

- Model
  - Novel approach – preliminary results
  - Uncertainties about lags on trade vs production
  - More dynamic than previously thought
  - Price performance better understood
- Fresh oranges stable NH, declining in SH
- Easy peelers dynamic worldwide
- Lemons stable assuming firm demand
- Grapefruits unstable looking for new equilibrium
- Orange juice stable with Brazil losing shares



# Implications for strategies

- Regional approach
  - Management of pests and diseases
  - Genetic resources
- Developing countries
  - Capturing larger market shares
  - Cost advantages
  - New market opportunities (dynamism)
  - Fruit quality (standards and innovation)
  - Processing under declining prices