

Citrusvil | Fresh Fruit

Resilience and commitment: facing new market demands



The season ended with great difficulties. In March 2021 price expectations were low, it didn't appear to be an attractive market. This changed during the season since new opportunities arose and we turned to a positive view of the future.

Export outlook for fresh lemon in 2021

The pandemic strongly affected us in the commercial management due to the loss of personal contact through travels and specialized trade fairs. In face of this new situation, virtual meetings replaced face to face meetings in a dynamic and effective way.



Our Destinations

- » Canada
- » USA
- » Mexico
- » Brazil
- » Argentina
- » England
- » Denmark
- » Netherlands
- » Germany
- » France
- » Italy
- » Spain
- » Cyprus
- » Albany
- » Belgium
- » Czech Republic
- » Ukraine
- » Slovenia
- » Russia
- » Greece
- » Jordan
- » Lithuania
- » Saudi Arabia
- » Romania
- » Serbia
- » United Arab Emirates



Osvaldo Martin

Fresh Fruit Sales Manager



Martijn Hazeu

CoFresh Fruit Sales Manager

European Union

Since June 2020, Argentina was blocked to export to the EU due to several interdictions on arrival. During the first quarter of 2021, the European Union made a revision of all the protocols, inspected and audited the orchards in order to authorize exports once again. In addition to this, COVID-19 caused several logistic problems.

In spite of all the setbacks, we took advantage in a very quick and efficient way, of all export windows. We are optimistic for the upcoming 2022 season due to the changes in import protocols introduced by Europe.

United States Market

We started the season with great expectations, but the market ended with oversupply: Chile increased and Argentina increased their exporting volumes (Argentina with an increase of 121% compared to 2020).

Citrusvil took great advantage in a responsible way of the opportunities that appeared, reducing risks by leaving the market in advance.

2022 Challenges

In collaboration with the productive and service areas we have designed the new campaign for a more complex market.



—
José Luis Velarde
Packing Manager



Outline

Landing in the Giant Chinese Market

We are ready for the challenge. Today we have the necessary installments, infrastructure, and advanced technology to attend to this market.

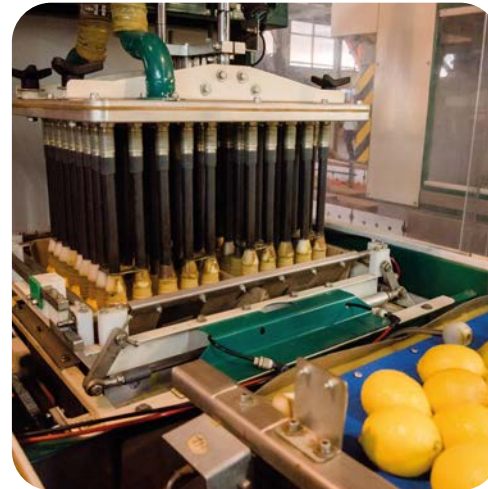
We expect a gradual growth in the Chinese market together with other important international customers. Our challenge is not only operational, but also cultural and commercial. We must learn to overcome every obstacle, especially logistics, skillfully in order to satisfy our clients needs.

Client service improvement

Traceability of loads and the administration of all the documents will be the key to a precise customer service. Together with the logistics and systems division, departments, we will implement a new system so that our clients can have access in real time to their loads, geo-localization and documentation.

Strengthen ties

Virtual meetings became the focal point during pandemic creating a new atmosphere to hold meetings. Through these we strengthened our relationship with our partners always thinking that in the near future we will be meeting again in person at the International Trade Fairs and we will be developing new business opportunities.





Permanent motivation, the way to overcome any crisis

We overcome difficulties by way of strategy and coordination

Our main goals for the 2021 season were:

- ***To manage the season***
- ***To adapt to new international protocols***
- ***To use our resources efficiently***

We were able to attend the new international demand through constant coordination work with the Primary Production Department. The key to overcome our difficulties has been permanent training, leadership and commitment of our staff.

We encountered many difficulties: Ports closed down, delays in deliveries, excess supply and new destinations. In spite of all this, the quality and preservation kept high standard levels and became emblematic in face of the challenge.





Synchrony among sectors lead the way

With shorter export Windows and higher competition, our strategy needs to be more certain.

This is why we work in order to give our team the continuity, dynamism and sustainability in all our integration processes.

“We are one more link in a well-oiled chain which is formed by primary production, harvest and industry” says José Luis Velarde, Packing Manager.

What we learnt in 2021

“We know we must never lose our grip and we must reinvent ourselves permanently”.

Our leadership in this sector is a significant motivation as well as the creation of responsible growth and above all, team work with articulate coordination and synergy in order to face future challenges.

In the presence of a changing, competitive, and challenging context we must be creative and seek innovation. Resilience and teamwork are absolutely necessary.

“We support the idea that none of us is more important than the rest of us” ends José Luis Velarde.