

Citrus Market Update: European Union – 27

**USDA
Foreign Agricultural Service**

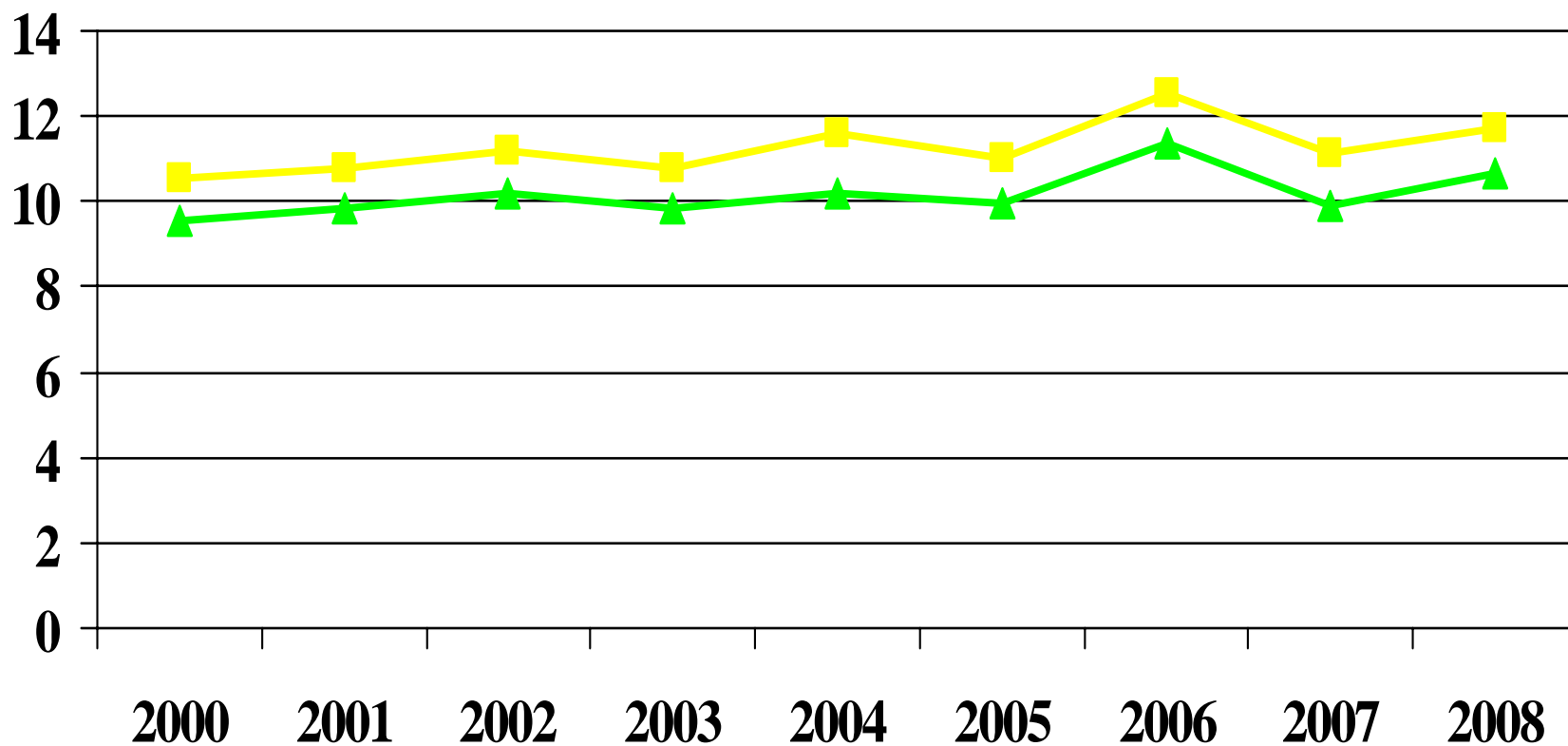
EU-27 Citrus Fruit Report

(Oranges, Tangerines, and Lemons)

The EU-27 Continues as a Net Importer

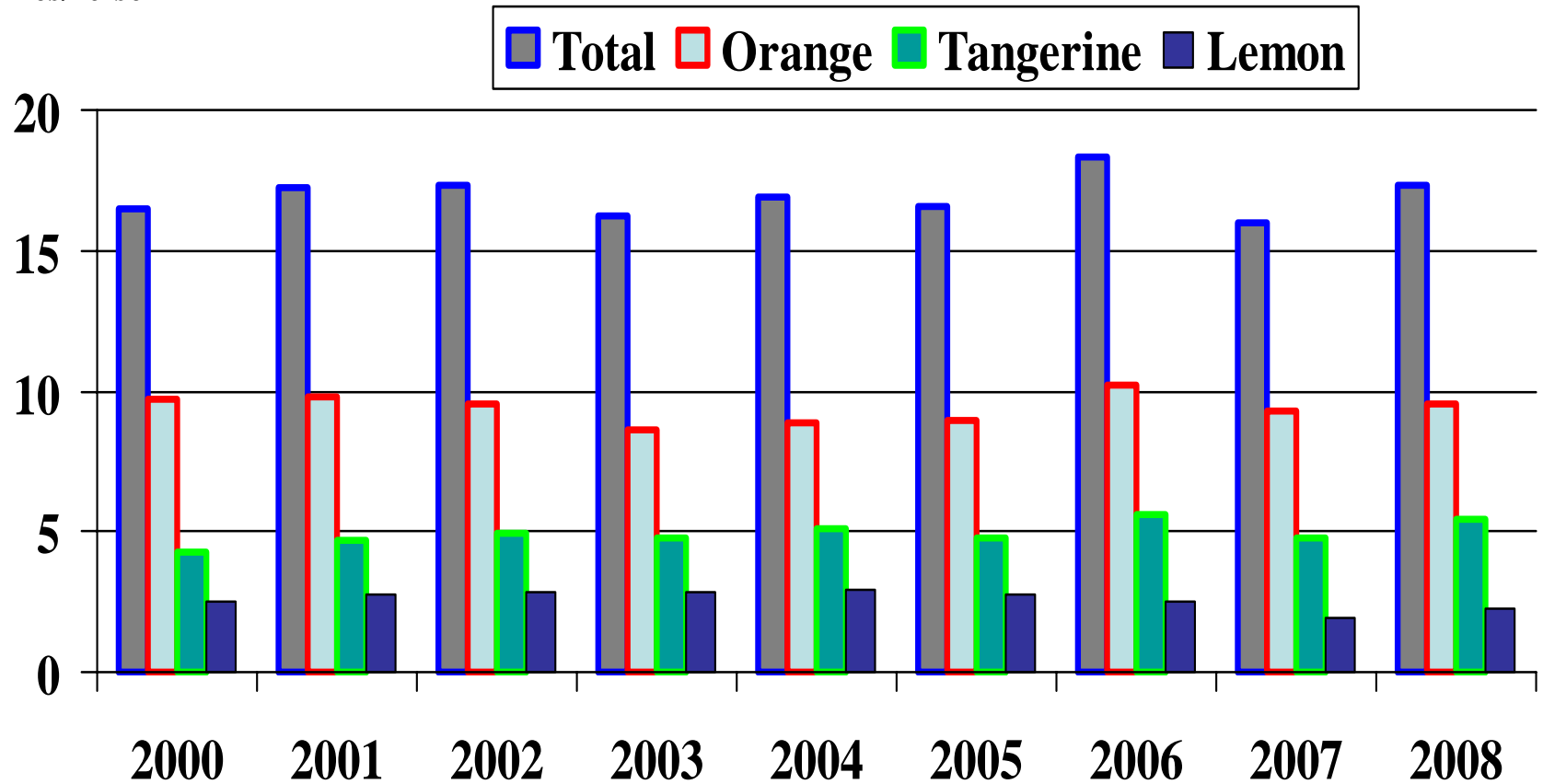
MMTs

▲ Production ■ Consumption + Deliveries

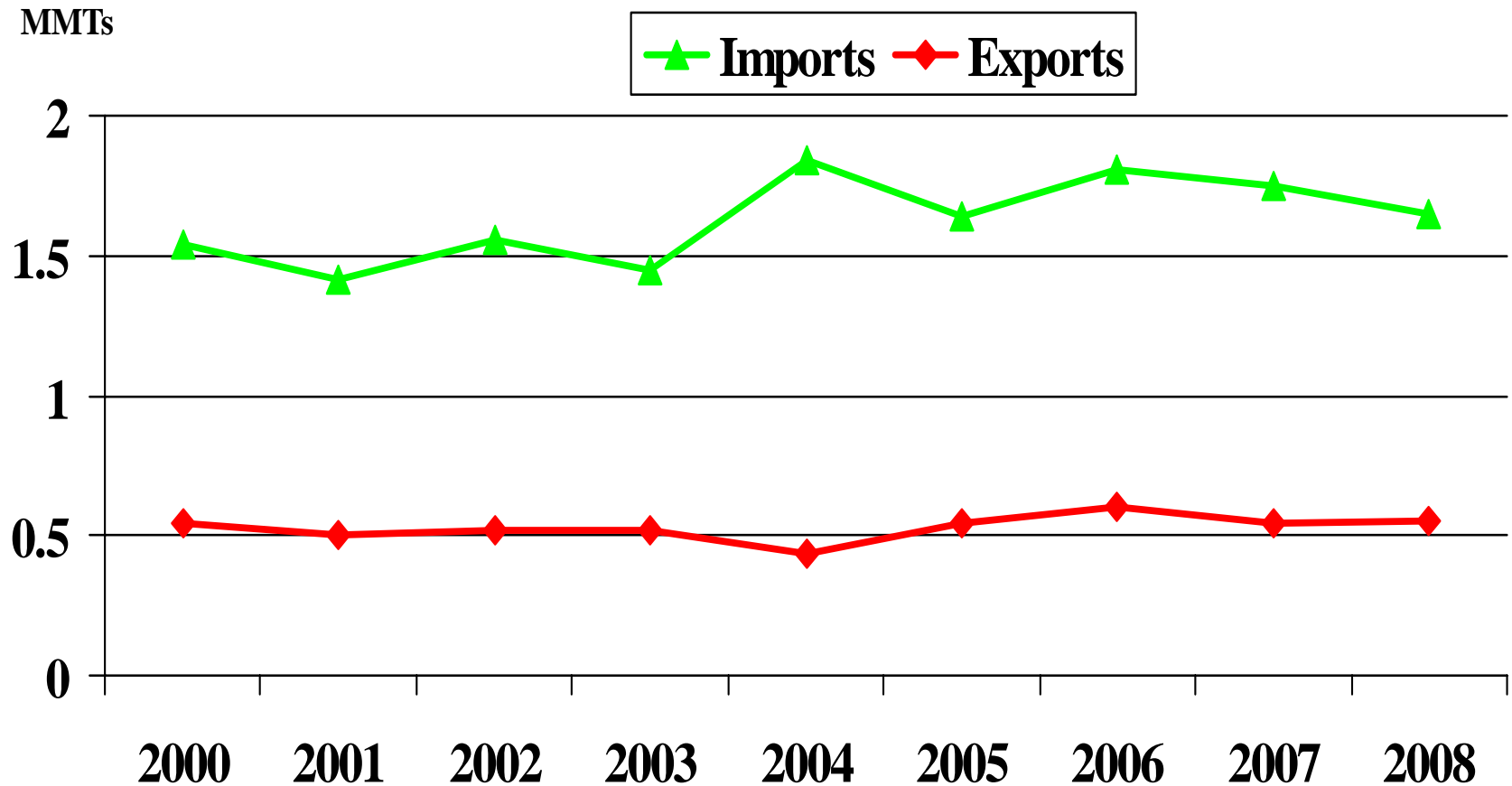


EU-27 Per Capita Fresh Citrus Consumption Reflects a Mature and Stable Market

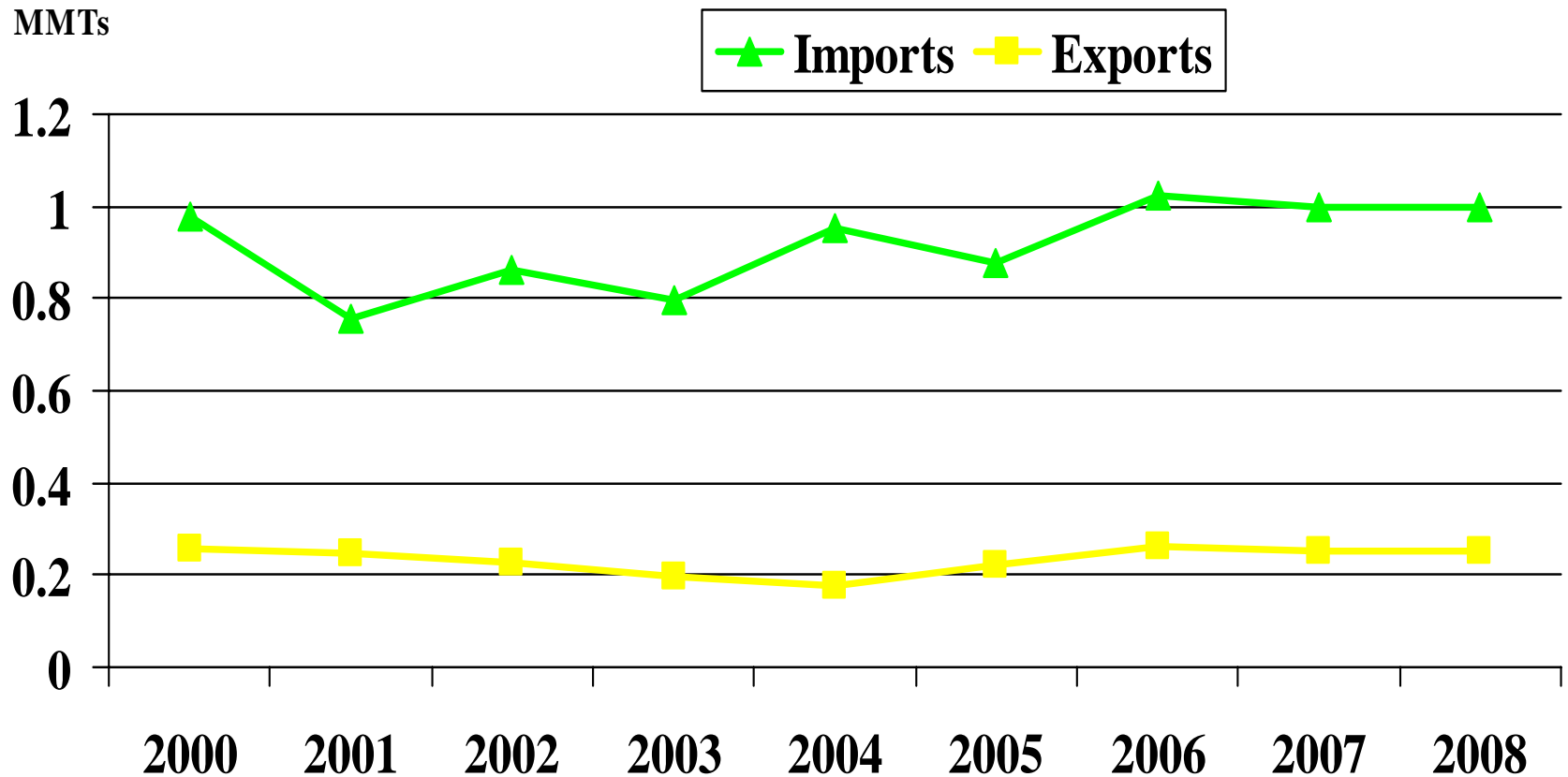
Kilos/Person



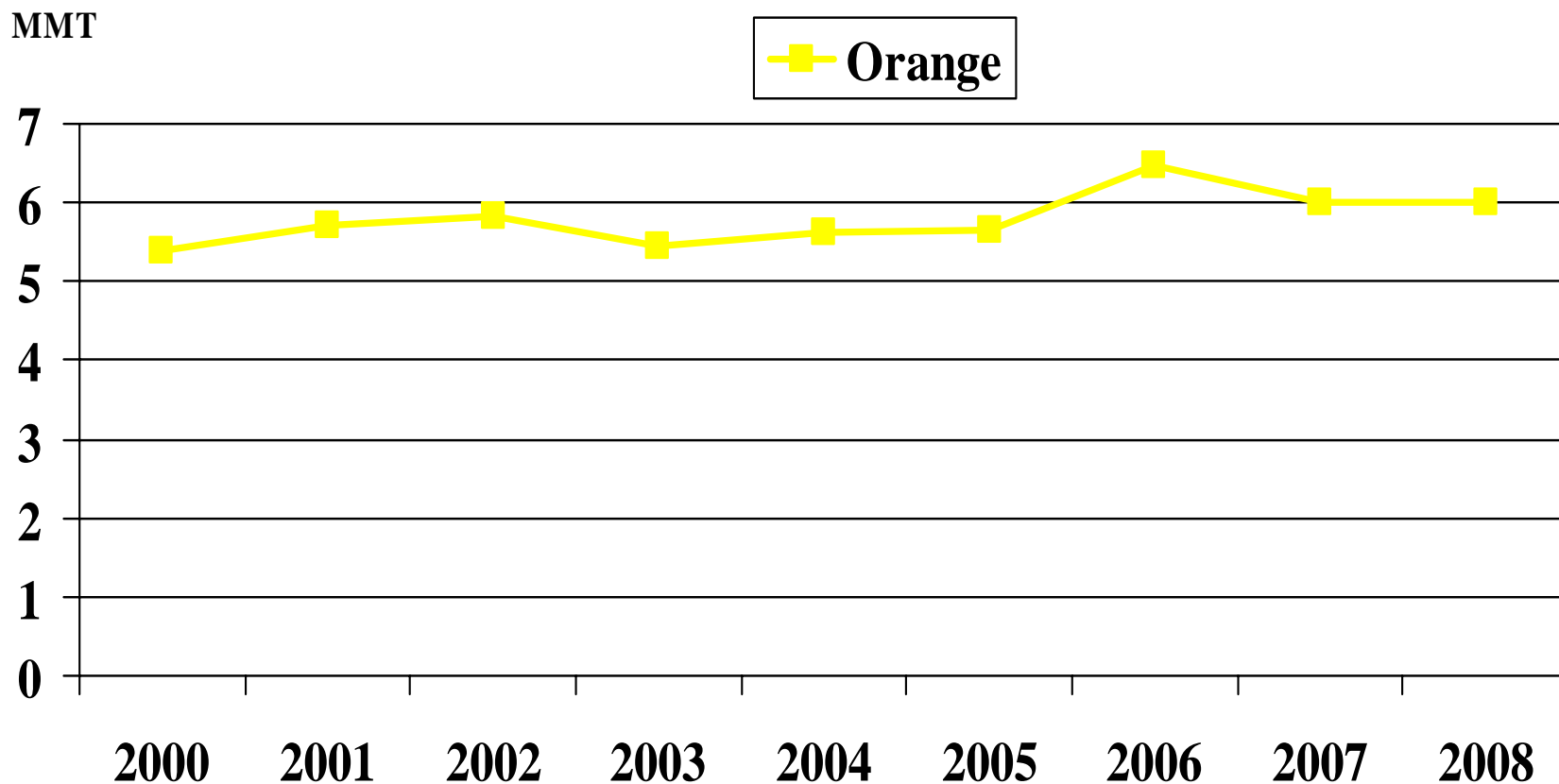
Trade in Fresh Citrus Fruit Reflects the Production Consistency in the Mediterranean Basin and Consistent Aggregated EU-27 Demand



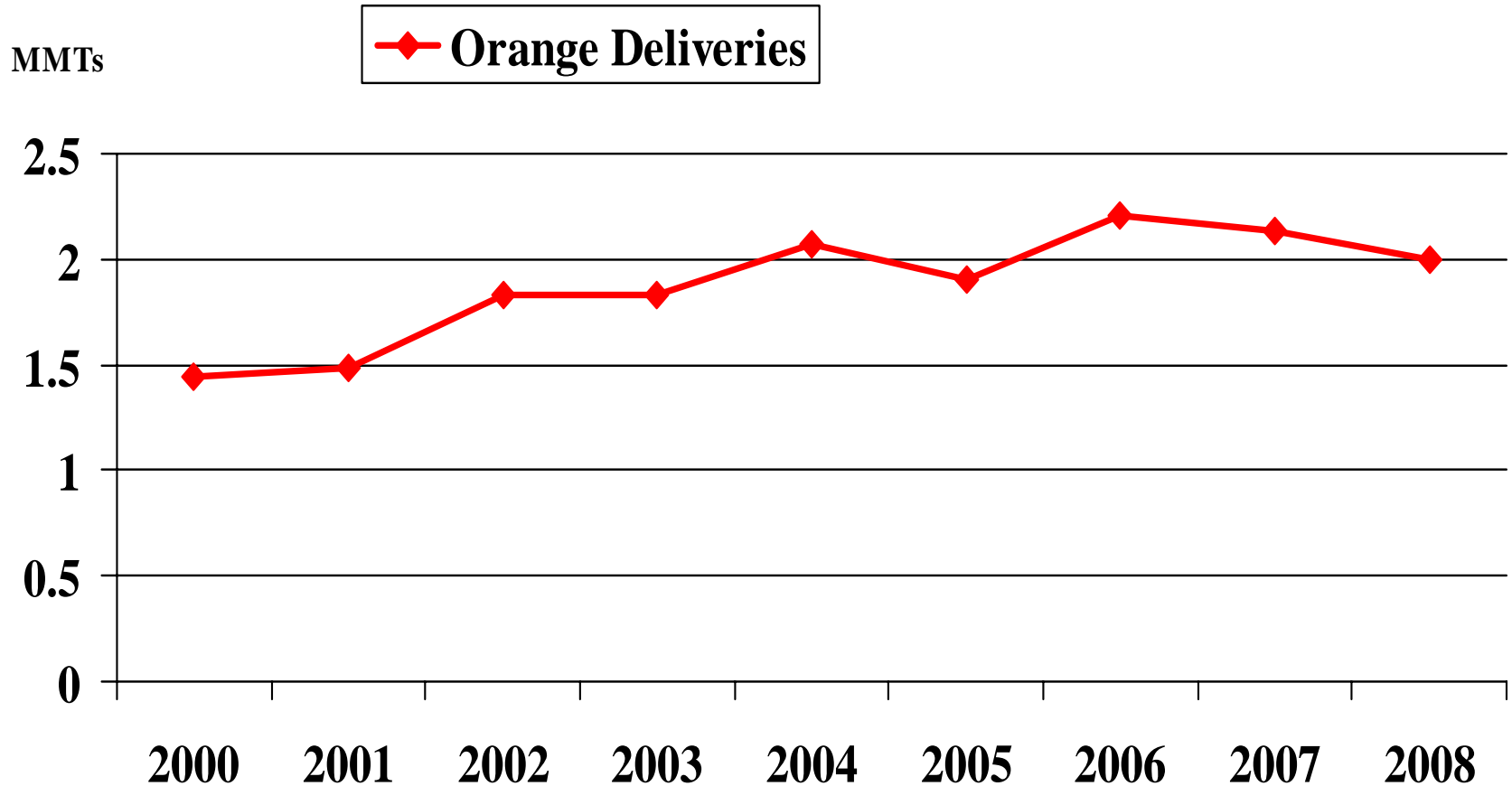
The EU Fresh-Oranges Trade Balance, Likewise Reflects the Mature Nature of the EU Citrus Market



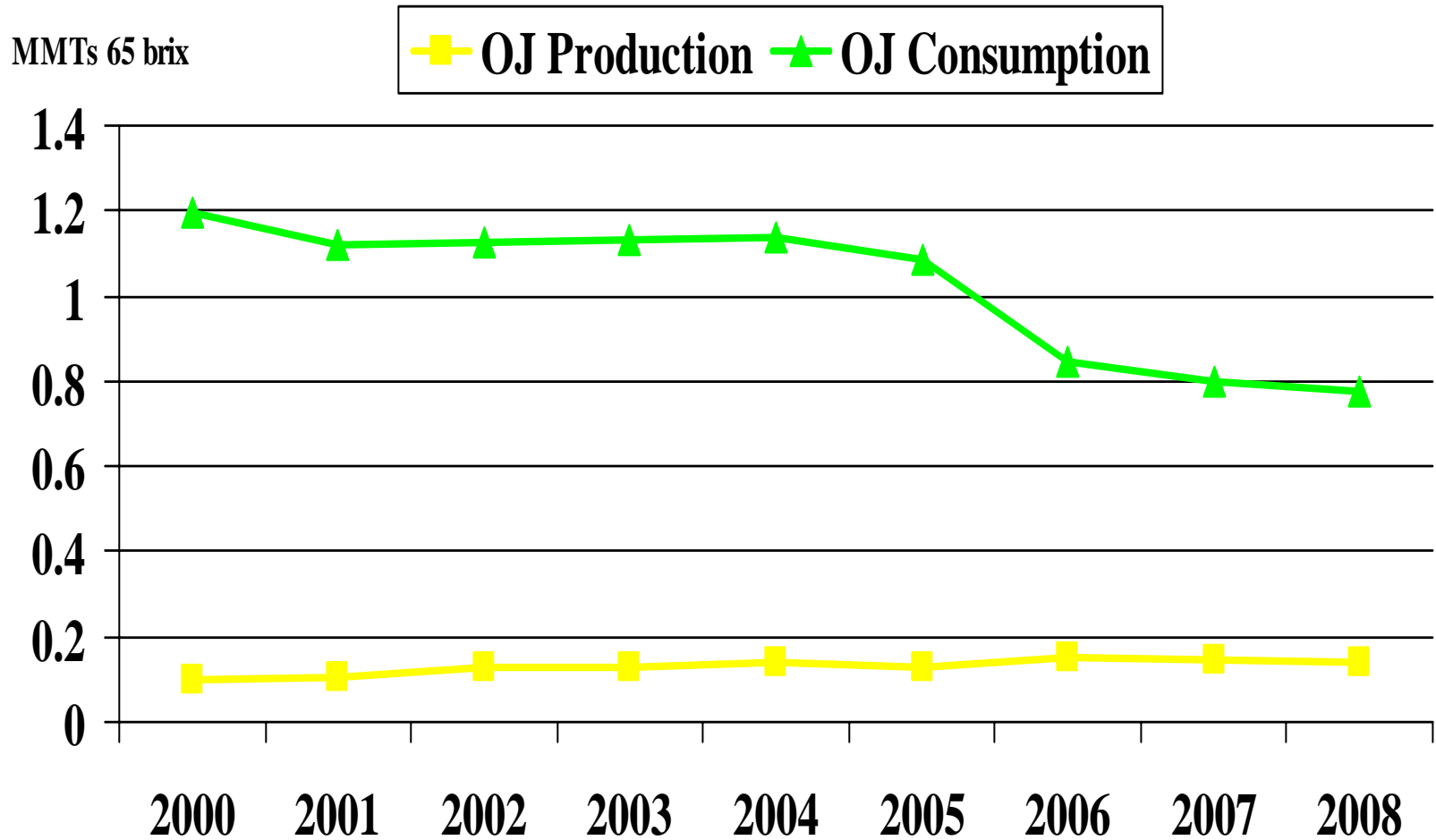
EU Orange Production Reached Record Levels During the 2006 Campaign, Because of Excellent Growing Conditions



About One Third of the Fresh Orange Production is Delivered for Processing, Mostly for the Production of Orange Juice

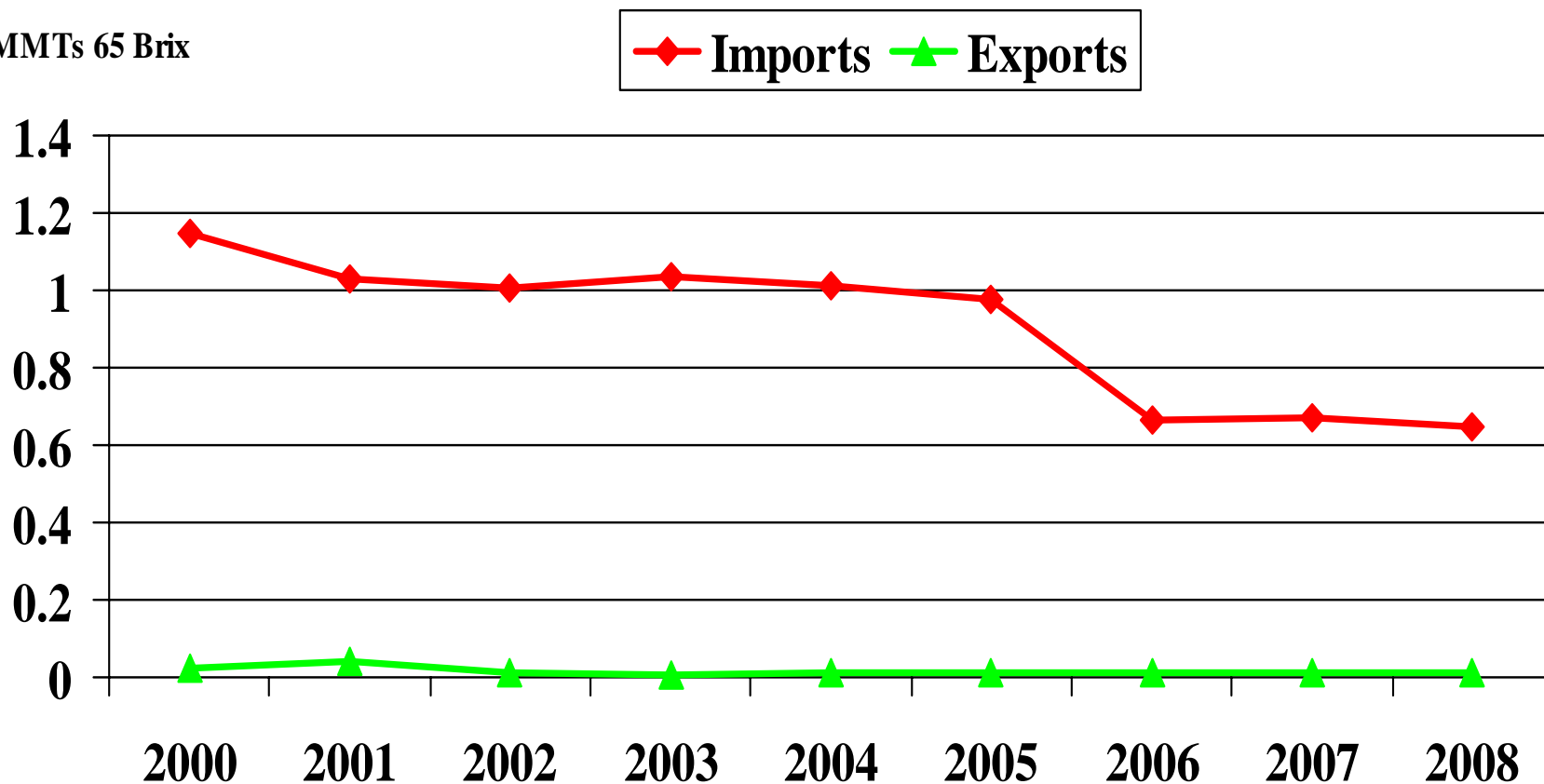


EU Consumers Appear to be Reducing Orange Juice Consumption, Even While Domestic Production Remains Stable

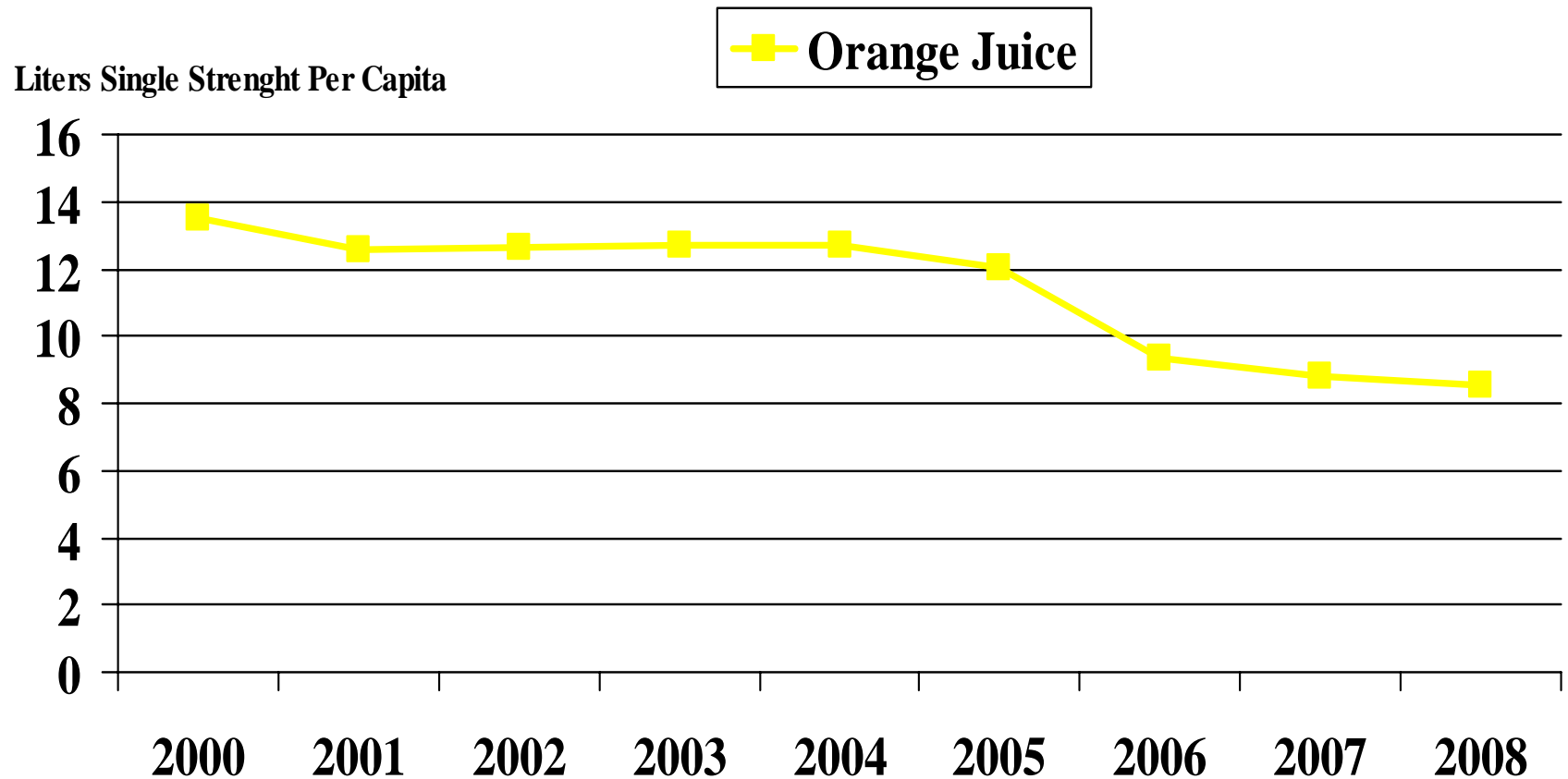


The Implication is that EU Consumers are Opting Away from Reconstituted Orange Juice, While Maintaining or Increasing Fresh Orange Juice Consumption

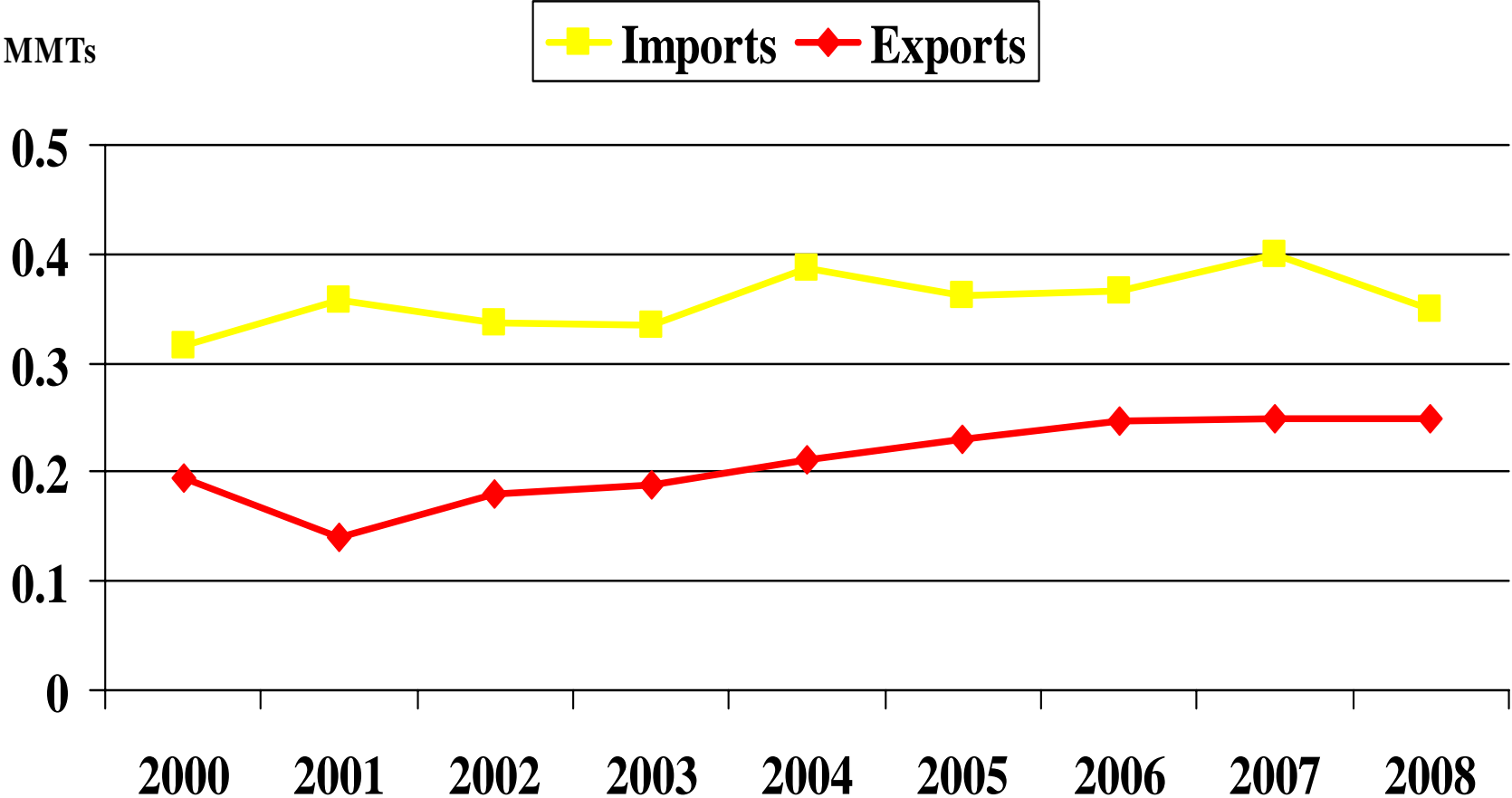
MMTs 65 Brix



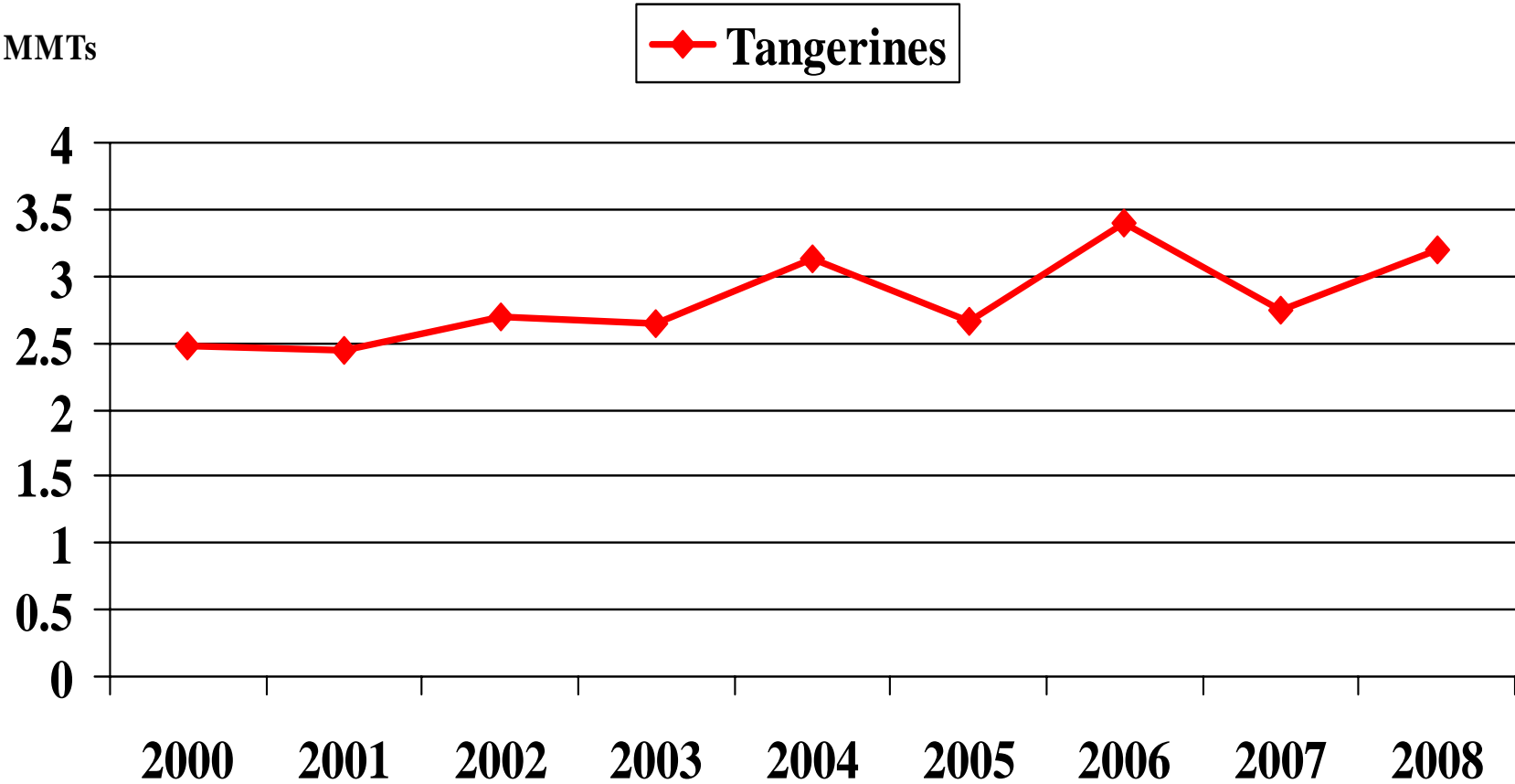
The Apparent Trend-Decrease in Reconstituted OJ Per Capita Consumption Likely Diminishes Prospects of Major OJ Exporters like Brazil



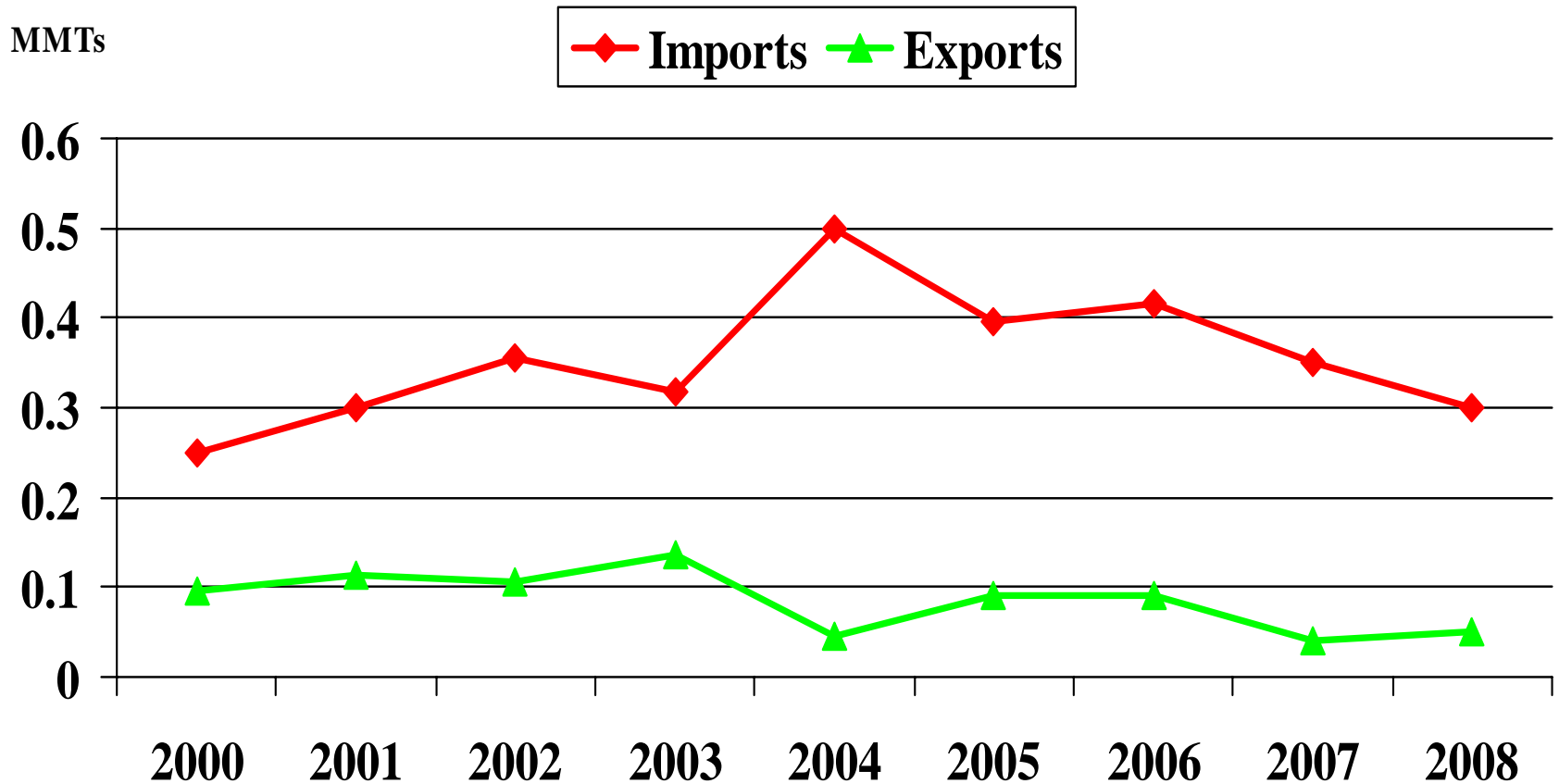
EU Tangerine Producers and Exporters Are Finding Success in the Export Market, as the “Clementine” Becomes Better Known and Favored in Northern EU and Non-EU Markets



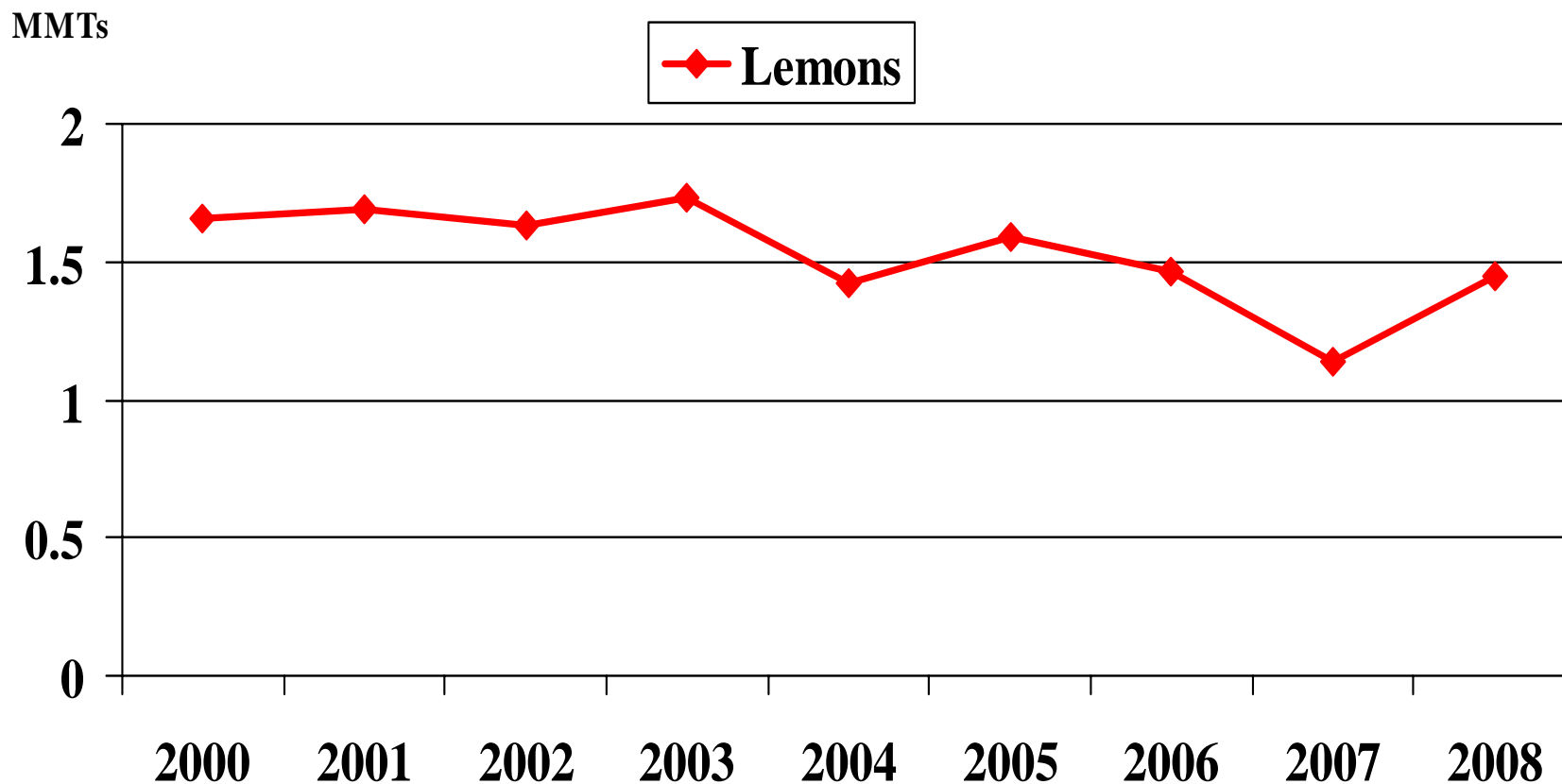
EU Tangerine Production is Trending Up, Reflecting the Relative Success the Industry has Experienced in the Non-Mediterranean Market



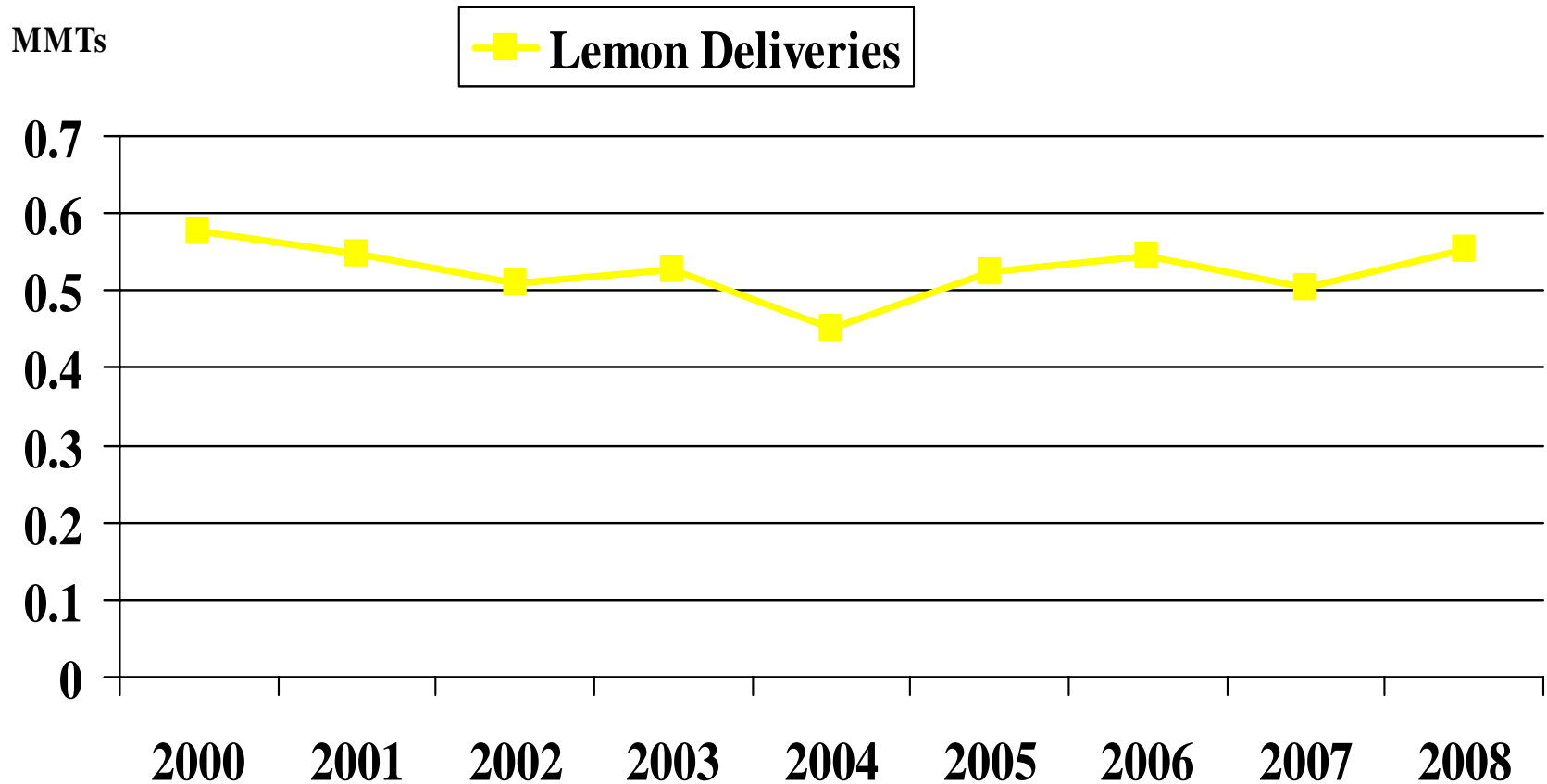
Changes in EU-27 Fresh Lemon Trade Reflect EU Production Fluctuations and the Downturn in Consumption



EU Fresh Lemon Production, During the 2008 Campaign, will Likely Rebound from Record-Low Production During 2007



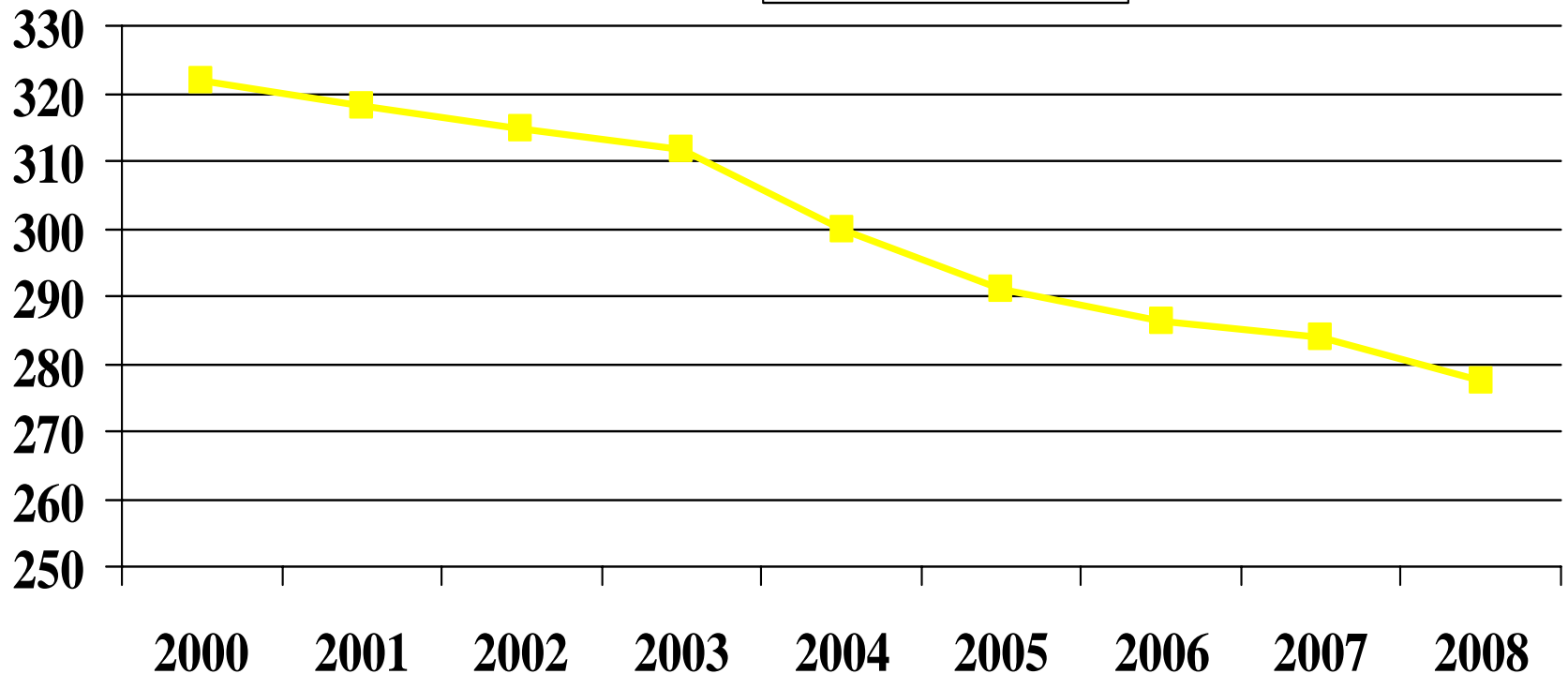
About one-third of EU Lemon Production is Delivered for Processing, Mostly for the Production of Fresh Lemon Juice



However, EU Per Capita Lemon-Juice Consumption is Trending Down, Even While Domestic Production Remains Stable

MilliLiters Single Strength Per Capita/Year

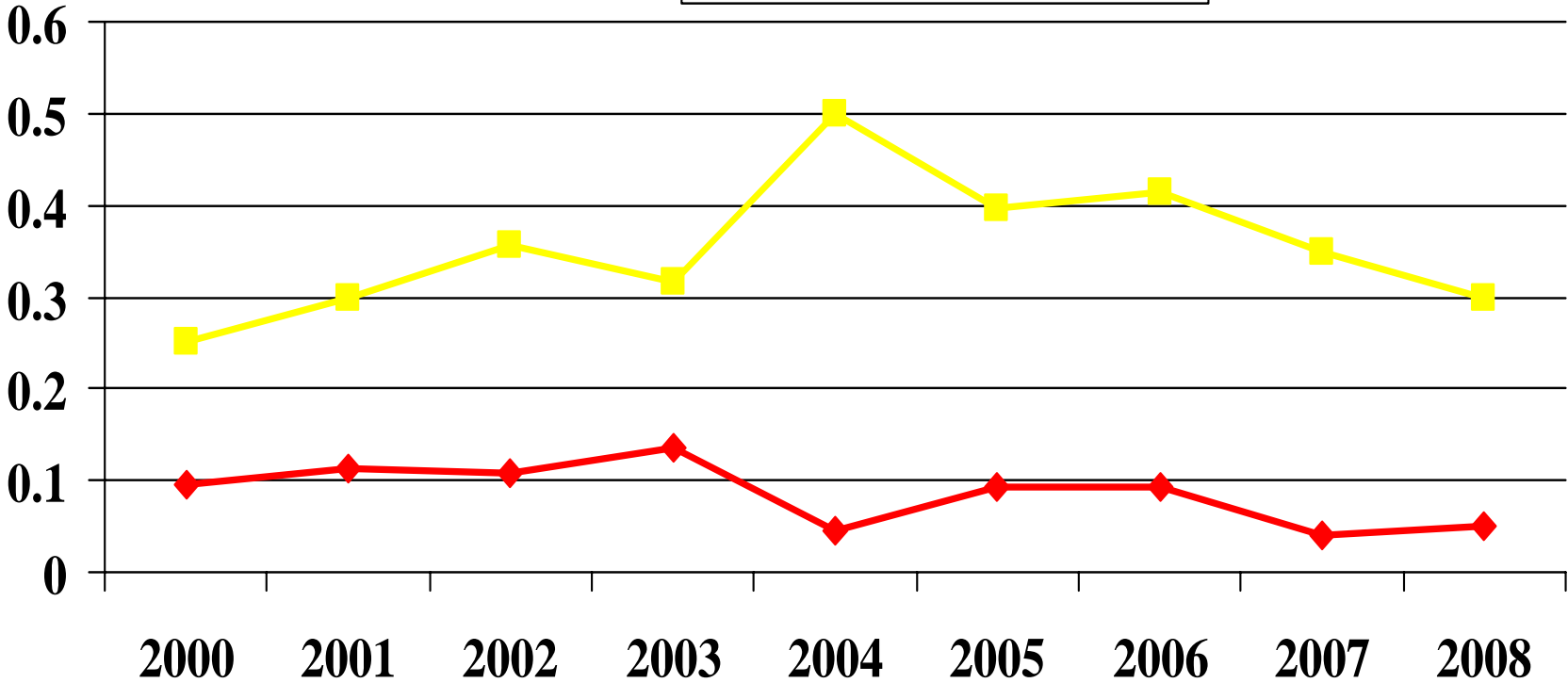
—■— Lemon Juice



Concentrated Lemon Juice Exporters, as a result, will Likely Continue to Experience Reduced Export Potential in the EU Market

MMTs 65 brix

Imports Exports



Additional Information

The FAS Attaché Report web search engine allows users to search for citrus reports for various countries: <http://www.fas.usda.gov/scriptsw/AttacheRep/default.asp>

**For additional citrus charts, please go to our webpage at:
http://www.fas.usda.gov/http/fruit_veg.asp**

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