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Salix Fruits strengthening volume of citrus from the Southern Hemisphere

By

Keith Loria

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With sourcing offices in various countries, [Salix Fruits](#) is committed to providing the highest quality products to its customers worldwide, maintaining its position as a leader in the citrus industry in the Southern Hemisphere.

“We source from Peru, Uruguay, Chile and especially from Argentina where we are one of the leading importers of Argentinean lemons,” said Alejandro Moralejo, CEO of Salix Fruits. “This season we are also starting with South African citrus.”

The market reopened in 2018 for Argentina lemons and Salix Fruits was in pole position given that the origin of the company and its founders are Argentinian.

“Hence, we had excellent connections and were able to penetrate the market very quickly,” Moralejo said. “Since 2018, Salix has been growing and strengthening the volume of citrus from the Southern Hemisphere. Last year, we marketed more than 750,000 boxes of citrus. Argentine lemons represent almost 50 percent of the volume that Salix imports, but we have also seen growth in Chilean and Uruguayan oranges and Peruvian Mandarins.”

Being successful in citrus, Moralejo noted, comes down to consistency in quality and good volumes that are attractive to the customers, as well as having the whole citrus range — Mandarins, oranges, limes and lemons year-round.

“Having the fruit on the shelves at its optimal ripeness for consumption is the secret to ensuring that the final customer is satisfied with their purchase and repeats the experience,” he said.

Last season, the Southern Hemisphere experienced a very particular season as both California and Mexico had less fruit. Chile also had lower volumes of oranges and lemons. Peru and Chile had fewer Mandarins and Argentina increased its lemon volume but could not supply such a demanding market.

“The spot market had very attractive prices,” Moralejo said. “It was a year in which producers obtained good prices for their products. It is still too early to say how the Southern Hemisphere will perform, but all suppliers hope to achieve at least the prices of last year.”

The season began in March-April with early Mandarins, which will continue until October.

Lemons will be available from March to September, while oranges, starting with Navels and continuing with Valencia types, will be available from May to October. Grapefruits will be available from May to August, and Tahiti limes will be available all year round from Colombia and Peru.

“This season, key differences primarily focus on the ocean freight rates, which have returned to pre-pandemic levels,” Moralejo said. “This year, we anticipate a recovery in citrus volumes from nearly all origins. After last year’s climatic challenges, such as the El Niño phenomenon in Peru, we are prepared for a significant increase in our supply.”

Salix Fruits sells to several major supermarket chains, foodservice companies and open market customers (wholesalers).

“The secret is to always have fruit available to offer,” Moralejo said. “Being able to supply quality imported products year-round through long-term relationships is key. Our close relationship with our suppliers allows us to have fruit even during the most challenging times of the year.”

Looking ahead, the company is working hard with its supplier Ledesma to open a U.S. market for Argentina Valencia oranges in the near future.

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About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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