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**"The best way to predict the future is to create it" (Peter Drucker)**

## Southern Hemisphere Lemon

Shipments from the Southern Hemisphere have already started. The summer season in the north is winter season in the south and a few weeks ago harvesting began in producing countries such as Argentina, Uruguay and South Africa. The poor prospects in Russia for obvious reasons make Europe become the target market where all exporters in the world want to sell their citrus. **Importing lemons from these countries makes it possible to offer the European consumer lemons 12 months a year so that the consumption habit is not lost. In addition, it allows the Spanish export sector to work all year round, maintaining employment and offering supplies to European supermarkets.** There is room for everyone, the key is to maintain an order that benefits everyone. To achieve this, transparency and responsible communication are key. Things are not good or bad for their own sake, they are good or bad depending on how they are organized. If the transition between the northern and southern hemispheres is successful when our vernas are over, we all win. **And let's not forget that what is really important is that consumers always find a lemon when they go to the store.**



## The World Citrus Organisation (WCO) is consolidating its position as the meeting point for the world citrus sector

Time passes quickly, the world changes at a dizzying pace, uncertainty envelops us and traps us, pandemics, war conflicts, inflation mark our decisions and our behavior. **In this complex context, more than ever we need tools that allow us to have a forum for reflection**, a place for debate, a meeting point where all the players in the citrus business in the world can share experiences, learn from each other, explore ways of cooperation, help each other to grow the demand for citrus, stimulate consumption, improve logistics to reach all markets efficiently with lemons, oranges, mandarins, grapefruits and limes of the highest quality. **With a common goal: to ensure the economic sustainability of thousands of citrus growers in the northern and southern hemispheres.**

It was for this purpose that the WCO was born in 2019. Back then the world was very different from today's world. Now more than ever it has been proven that the WCO was a necessary project. Now after 3 years, the WCO is a reality thanks to the generosity of all its members and the work developed by CIRAD and Freshfel who are in charge of the technical secretariat.

**Justin Chadwick from South Africa (CGA), and José Antonio García from Spain (AILIMPO) re-elected co-presidents of the WCO until 2024.**

On June 1, 2022, members of the World Citrus Organization (WCO) met at the organization's Annual General Meeting. At the meeting, the current WCO co-chairs were re-elected for a second term. The WCO is led by a co-chair of two full member countries. Both South Africa and Spain, which have co-chaired the organization since its foundation, were re-elected to lead it for a second two-year term until 2024. South Africa is represented by the Citrus Growers Association (CGA) under the leadership of Justin Chadwick and Spain is represented by AILIMPO under the leadership of Jose Antonio Garcia. In addition, the WCO has welcomed new members, bringing the organization's membership to 34 associations and companies.

