

## ***Limoneira launches South Africa business***

Limoneira has launched its South African business and partnered with Re:inc to form Real Citrus

California-based citrus and avocado business Limoneira has announced the formation of its South African business, Limoneira SA, as part of its 'One World of Citrus' model to supply high-quality citrus year round.

Limoneira has also partnered with South African-based Re:inc to form Real Citrus, which will manage packing and sales opportunities in the region.

Together, the companies will manage sourcing, packing and sales, with citrus to be sourced from South African growers, packed locally and the marketed globally, Limoneira said in a statement released 12 April.

"Africa is one of the largest citrus exporting continents in the world - exports are almost four times larger than California's and Arizona's combined. This represents another promising opportunity for supplying our global customers year-round," Alex Teague, Limoneira COO said. "Limoneira SA will also pursue investments in joint venture farming and packing operations in South Africa."

Re:inc CEO and co-founder Riaan van Wyk said that partnering with Limoneira made "perfect sense".

"[Limoneira's] 124 year history of growing high quality citrus for export is admirable as is its responsibility for sustainability. It will be exciting to harness our combined talents to benefit our customers," Van Wyk said.

Re:inc specialises in breeding, producing, and marketing new varieties of fruit in South Africa for domestic and international customers.

