

South African citrus import volume impacts movement of Texas fruit

Texas citrus is looking to be a similar sized crop overall compared to last year. "We were about 6 million total cartons last year," says Dale Murden, president of Texas Citrus Mutual, noting that the industry is down overall with numbers normally coming in at about 14 million cartons.



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The drop in production in the past five years particularly has come from a number of issues from hurricanes, freezes, drought, water payment issues from Mexico and more. "Our big challenge is our fight with Mexico over water. The 1944 Water Treaty is just not getting any better. It's very frustrating because they're increasing produce acres over there and some of it with our water," says Murden.

Back to this 2025 crop though, he says the quality of the crop is good with strong Brix. "If we have any size issues at all, it's because of our water issues," he says.

Hopeful for holiday movement

However, the movement of Texas citrus is behind and Murden says that's because of one very specific reason. "South African grapefruit is here sitting on the shelves for an extended period of time," he says. "Our Brix are reading through the roof so

as we go towards the holidays, we're assuming that glut of South African grapefruit will move off the shelves and then our movement will pick up hopefully. We didn't have this problem in October 2024 at all."



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Generally, grapefruit makes up 60 - 70 percent of the state's citrus production with the remainder being oranges. Production in Texas starts in late September to early October. Depending on how movement develops, Murden believes the season will wrap up in late April.

All of this is leaving pricing similar to start up pricing last season.

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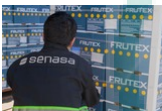
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