

The background of the cover features a close-up, high-resolution image of several orange slices. The slices are arranged in a way that creates a sense of depth and texture. Overlaid on this image are several geometric shapes, primarily diamonds and triangles, in various shades of orange and red. These shapes are outlined with thin white lines, creating a modern, graphic design. The overall color palette is warm and vibrant, dominated by the natural colors of the oranges.

BRAZILIAN ORANGE JUICE VALUE CHAIN

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Orange cultivation generates
jobs, income and opportunities
to thousands of people



FOREWORD

ORANGE JUICE VALUE CHAIN

CitrusBR was founded in June 2009 by the leading Brazilian producers and exporters of citrus juices and derivatives: Citrosuco, Cutrale and Louis Dreyfus Company.

We work towards bringing quality information about the citrus production to the public. Explaining how our orange juice is healthy and respects the environment and generates jobs and income in the cities where it is present.

Here we show how it is possible to produce efficiently, generating wealth and at the same time doing our part to help build a better world.

In the last five decades, Brazil has consolidated itself as the largest exporter of orange juice worldwide. Its main markets are in Europe, followed by the United States and Asia, among others. The Brazilian Orange juice production is responsible for 34% of the global orange production, 62% of the global juice production and 75% of the world trade of the drink.

Brazilian citriculture generates around 200 thousand direct and indirect jobs, according to the Federal Government General Register of Employed and Unemployed People (CAGED). In 2020 alone, orange was responsible for generating 38.3 thousand jobs. This corresponds to 6.33% of all new admissions generated by agriculture in Brazil. In the state of Sao Paulo, the Orange production generated 34 thousand jobs, equivalent to 10.23% of all agriculture jobs in the state.

This publication will disclose other relevant information about the Brazilian orange juice value chain .

Enjoy

Ibiapaba Netto
Executive-director CitrusBR



THE IMPORTANCE OF CITRUCULTURE IN THE AGRIBUSINESS SECTOR

The citrus industry in São Paulo and the orange juice processing industry are located in a region called “The Citrus Belt”, a 459,058 hectare area, covering around 347 municipalities, most of which are located in the State of São Paulo, followed by Minas Gerais. This area is responsible for 80% of all orange production in Brazil, counting on roughly 195,000,000 productive trees, according to the Orange Crop Forecast (PES/Fundecitrus).

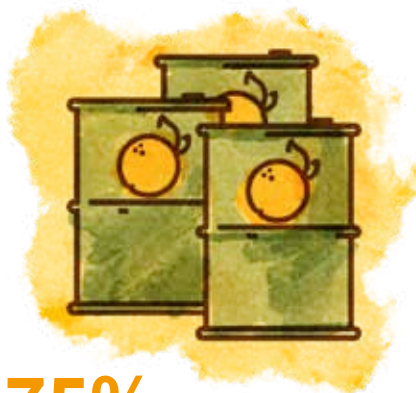
The activity fosters the development of the countryside area. Besides bringing a delicious and health beverage, the orange juice production in Brazil is also responsible for very important figures in our economy, such as:



37% of the global
orange production



64% of the global
orange juice production

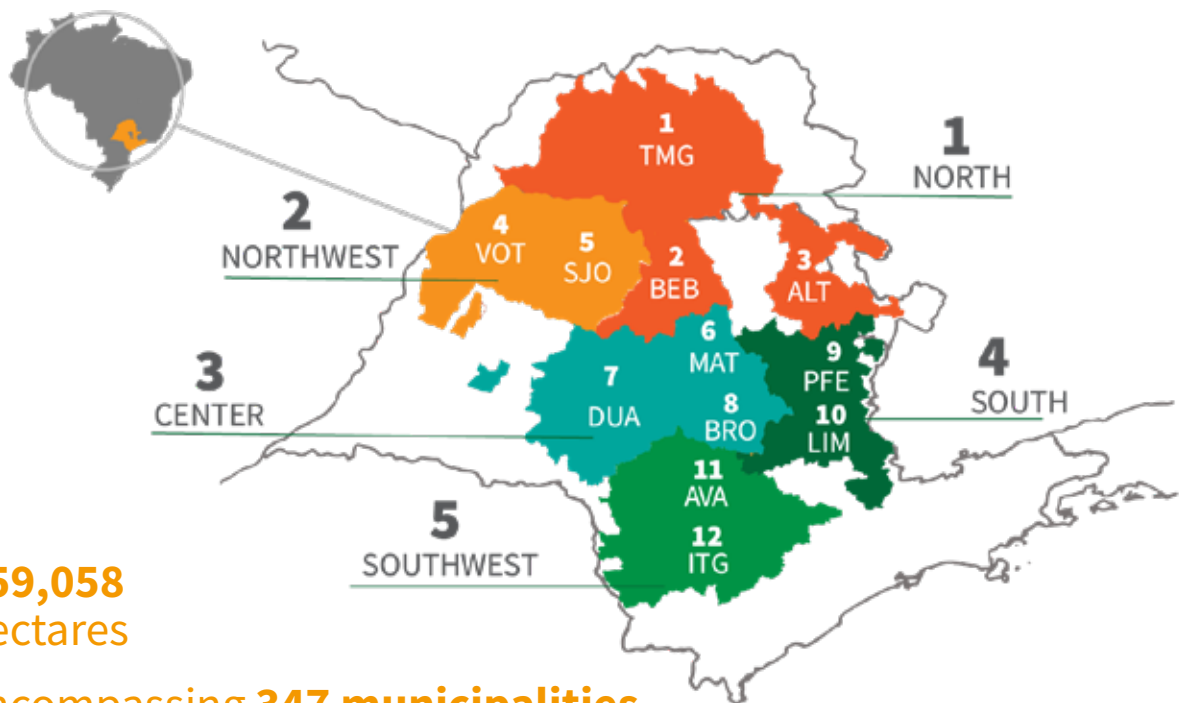


75% of the orange
juice traded worldwide



3 out of very
5 glasses of orange
juice drank in across
the world were
produced in Brazil

A production this size it takes a lot of fruit. The area of the citrus belt is the largest orange producing region in the world.



459,058
hectares

encompassing **347 municipalities**
in the states of São Paulo
and Minas Gerais

with **5,880**
citrus properties

and more than **195,000,000**
planted trees

ORANGE PRODUCTION

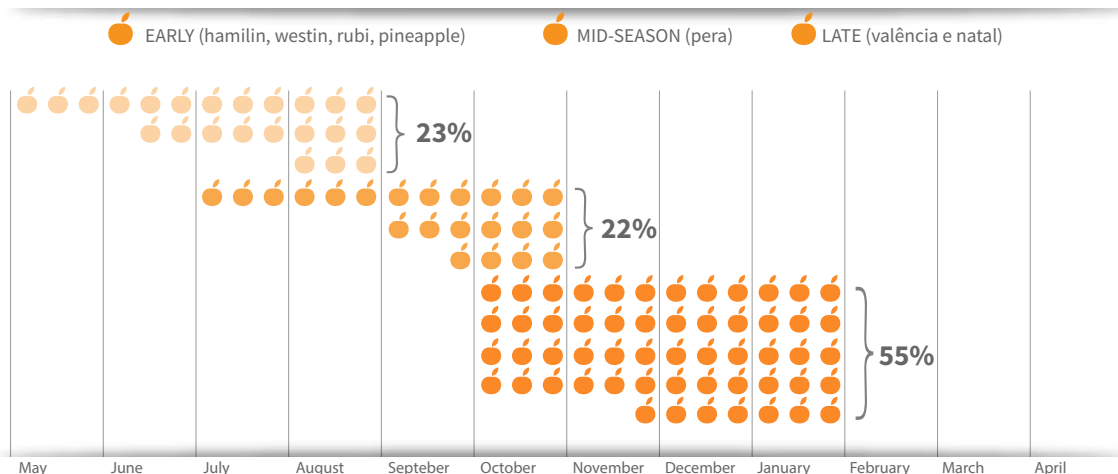
The orange season is long, from July to December, with the largest volume of production occurring in the first five months of each season. In some years extending into January and February.



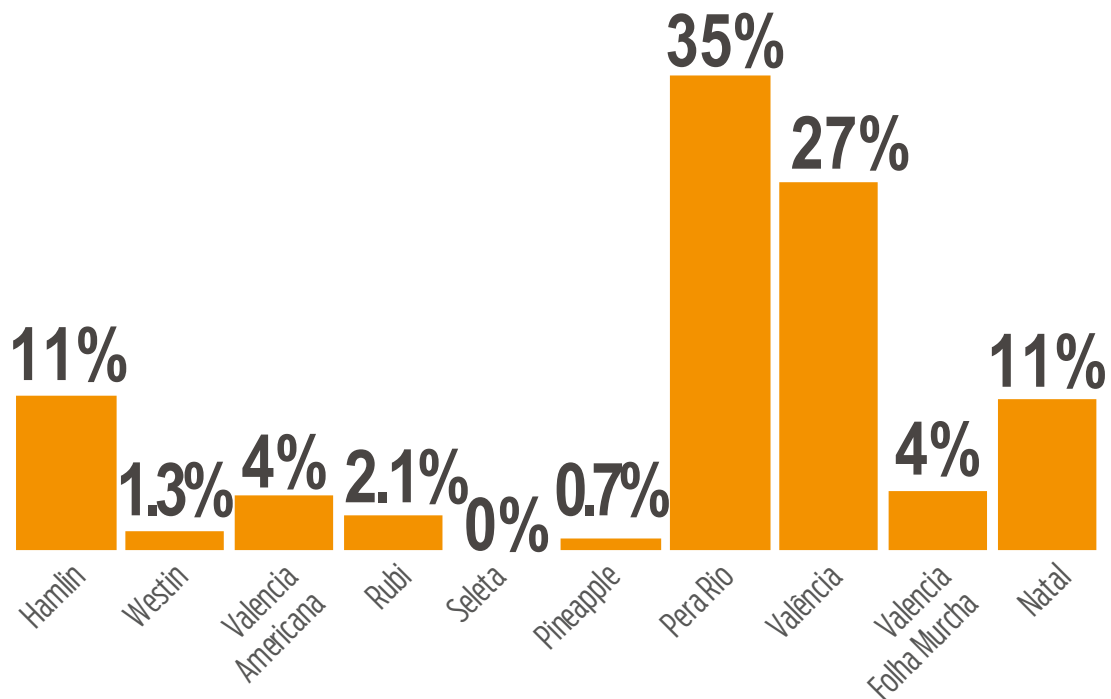
The peak of the orange season normally takes place between the months of September and October. Just like other crops such as coffee, orange production is not regular every year due to the biennial bearing or productivity differential, a natural phenomenon that causes a positive (larger) and a negative (smaller) crop. The negative crop citrus occurs due to the need of the plant to recover from the previous crop.

We produce almost throughout the entire year

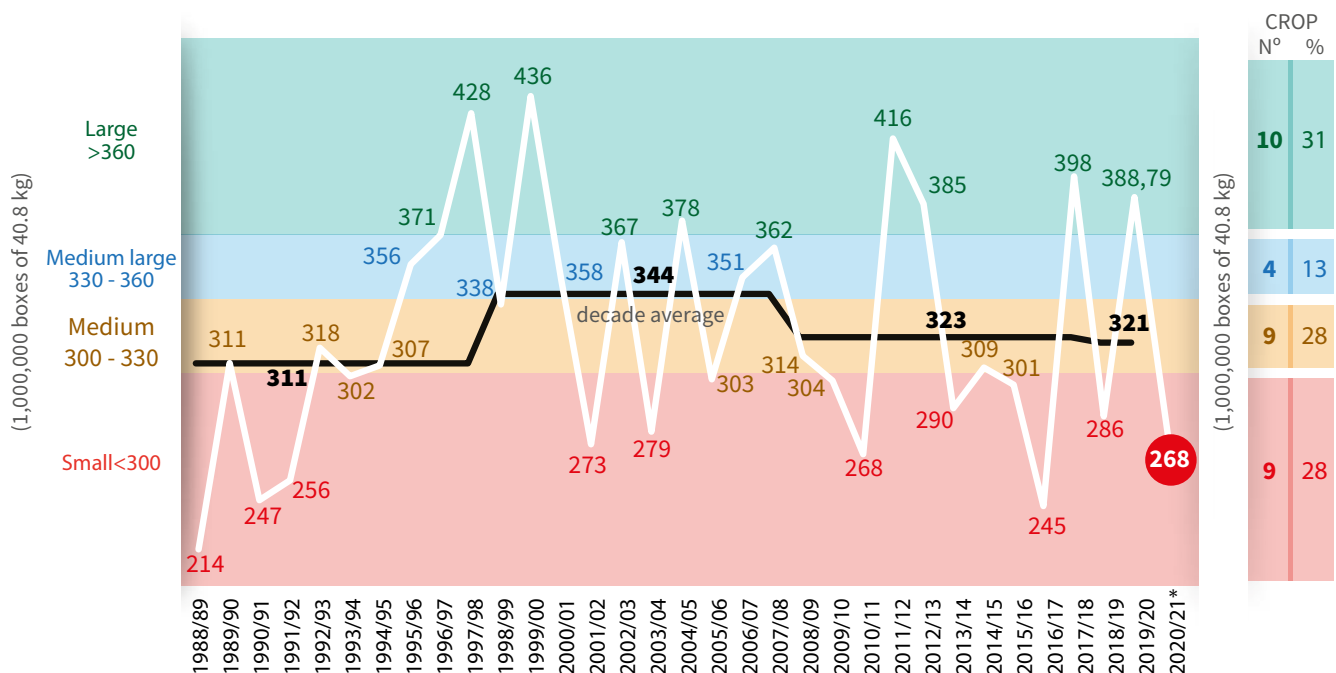
HARVEST PERIOD ACCORDING TO VARIETY AND PRODUCTION PERCENTAGE



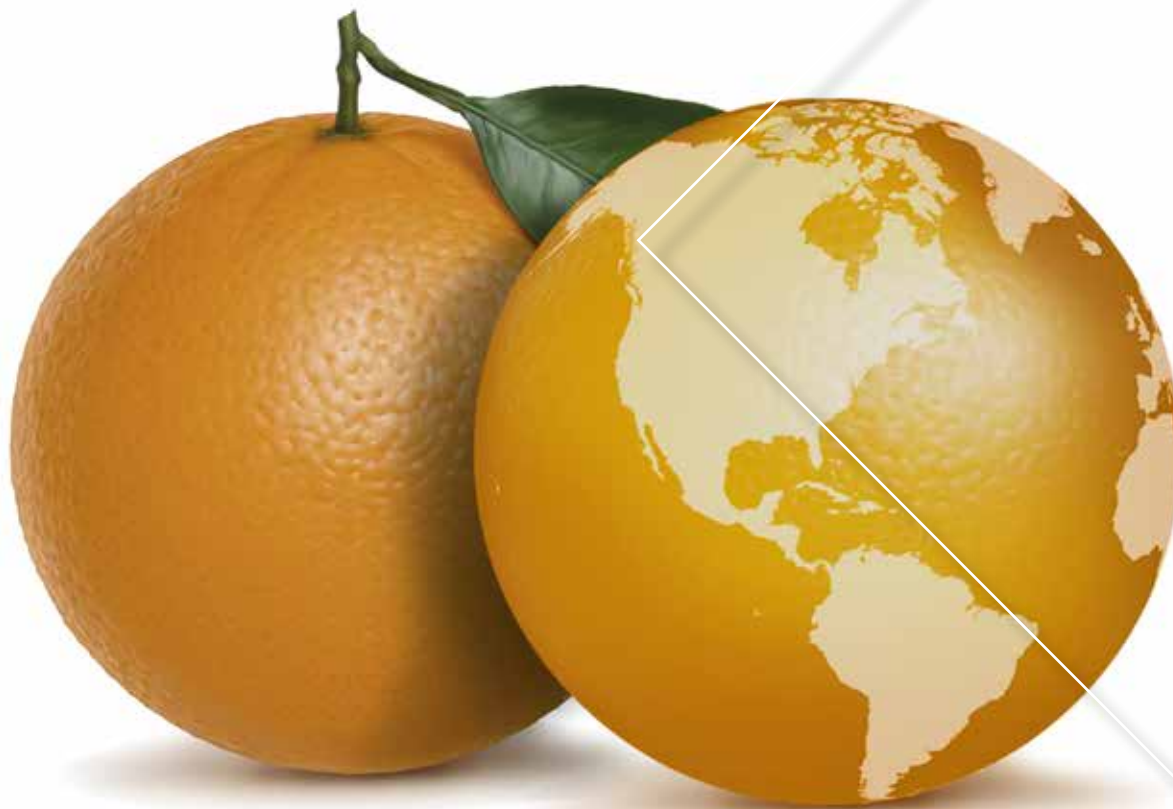
All this fruit is divided into diverse varieties that supply juice to Brazil and the world



In the 2020/2021 harvest alone, 268,630,000 boxes of oranges were produced



ORANGE JUICE EXPORTS



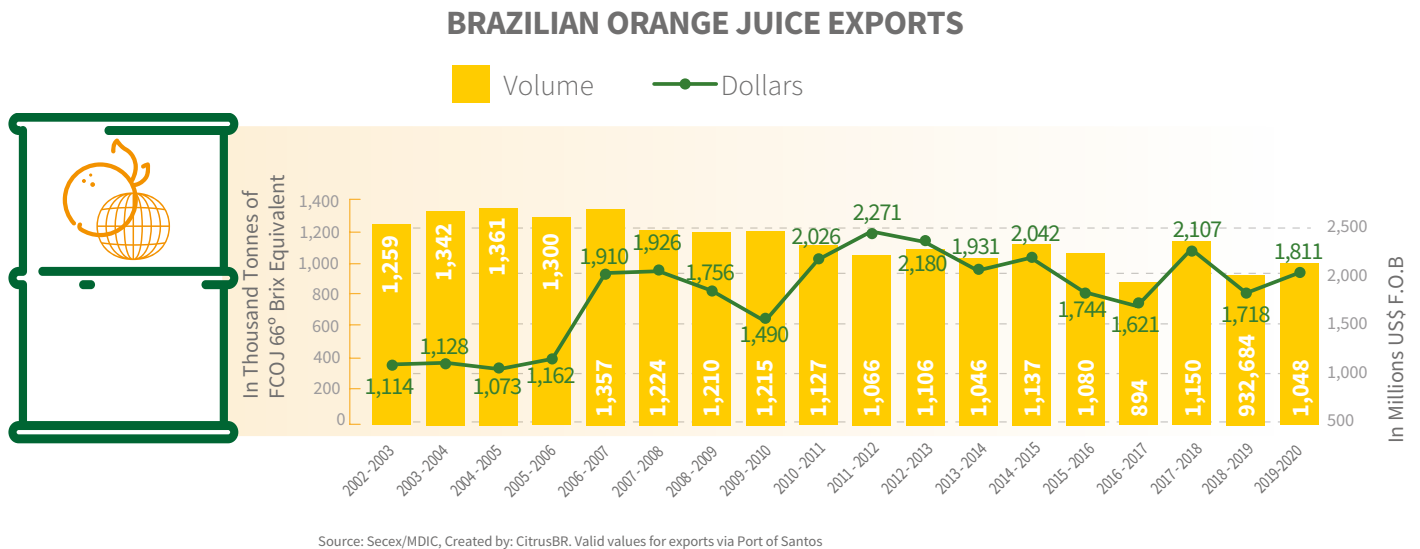
In the last five decades, Brazil established itself as the largest exporter of orange juice in the world. Its main markets are countries located in Europe, followed by the United States, Asia and others.

Brazil exports two main products: Frozen Concentrated Orange Juice (FCOJ) and Not From Concentrate Juice (NFC). The first is the traditional product, which Brazil began to trade internationally in the 1960s. The latter, had its first shipment more recently, in the 2000/2001 season.

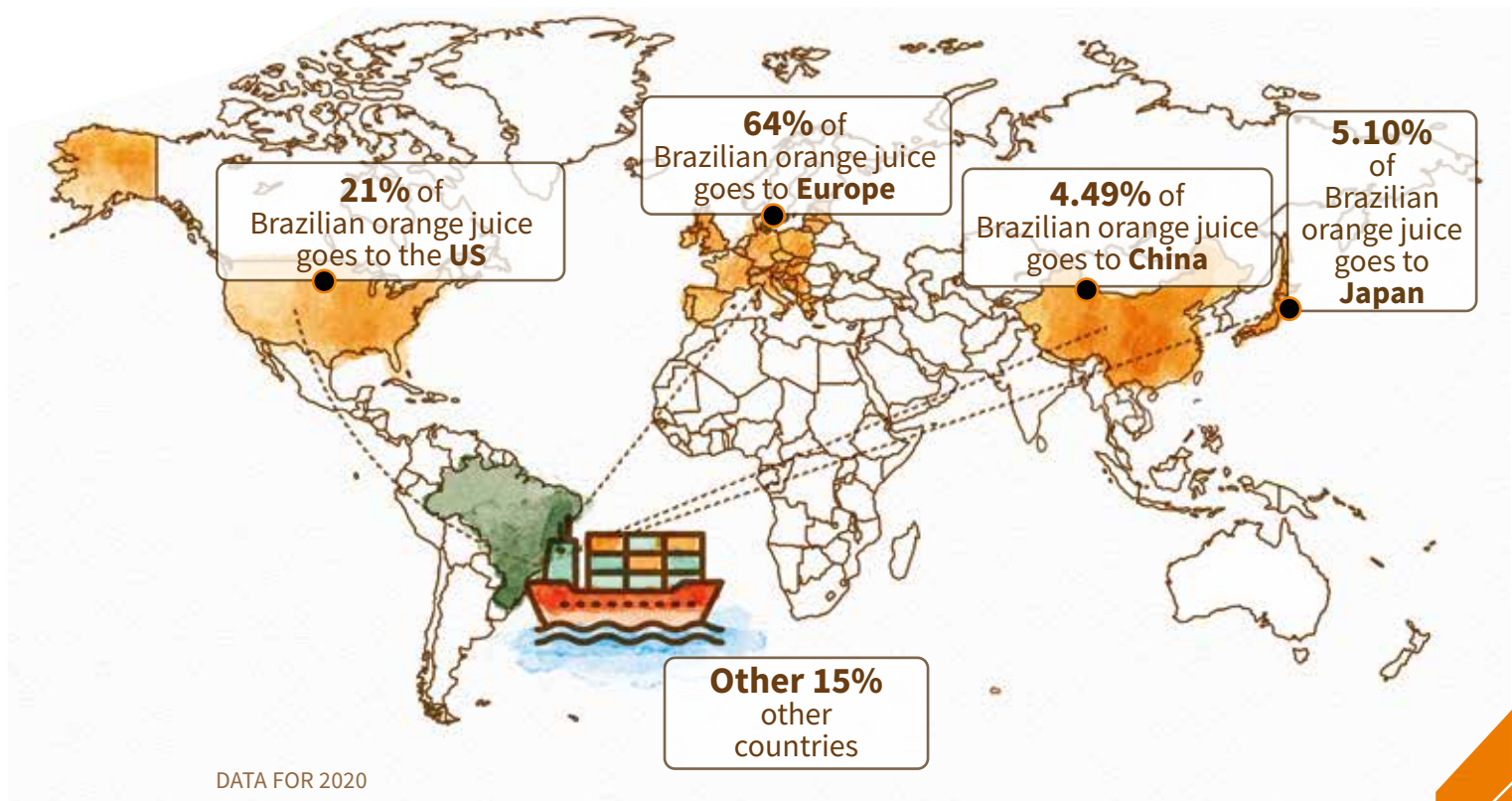
The difference between the two products lies in the volume of water each contains. FCOJ is mostly exported at 66 degrees brix, which means that each tonne has 66% of solids. NFC is exported in its natural dilution and has between 10.5% and 13% of solids per tonne.

The percentage of solids in NFC depends on weather conditions such as temperature and rainfall, and can vary considerably from year to year.

The graph below shows Brazilian orange juice exports and turnover in the last 15 years.



**BRAZIL EXPORTS 95% OF THE ORANGE JUICE IT PRODUCES
THIS JUICE GOES TO SEVERAL DIFFERENT MARKETS**



According to the Secretariat of Agriculture and Food Supply of the State of São Paulo, In the State of São Paulo, orange juice is the third most relevant product, after the



sugarcane(**30%**), and



meat (**12.98%**) chains.



The orange juice chain holds **11.96%** of the state's agricultural agenda.

The Orange juice value chain generates

US\$ 189,000,000
in tax

US\$ 6,500,000,000
GDP from the
citrus sector

US\$ 2,000,000,000
in exports
per year





SOCIAL DEVELOPMENT FOSTERED BY CITRICULTURE

Brazilian citriculture generates around 200,000 direct and indirect jobs in Brazil. According to Federal Government General Register of Employed and Unemployed People (CAGED) in 2020 alone, orange was responsible for generating 38,227 jobs. This represents 6.33% of the jobs originated by all agriculture in Brazil and 10% of the jobs created in the State of São Paulo.



This high demand for labour makes the sector very important in generating income in the cities where it is present.

The citrus chain generates:
200,000 direct
and indirect jobs
in Brazil



When an American, European, Asian, or any other consumer in the world drinks a glass of orange juice, he or she helps generate employment, income and development in hundreds of cities in the countryside of Brazil, providing opportunities to thousands of workers.

CITRUS NOT ONLY GENERATES JOBS, BUT GOOD JOBS, WITH:



- 60% overtime
- vacations (salary + 1/3 of salary)
- Maternity leave (4 months)
- 13th salary
- Length-of-Service Guarantee Fund (FGTS)





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