



World Citrus Organisation

Strategy 2022-2024

The World Citrus Organisation

The World Citrus Organisation (WCO) is the platform for dialogue and action for the global citrus community. The WCO unites citrus producing countries and citrus stakeholders to facilitate collective action in the citrus sector, for both fresh and processed categories.

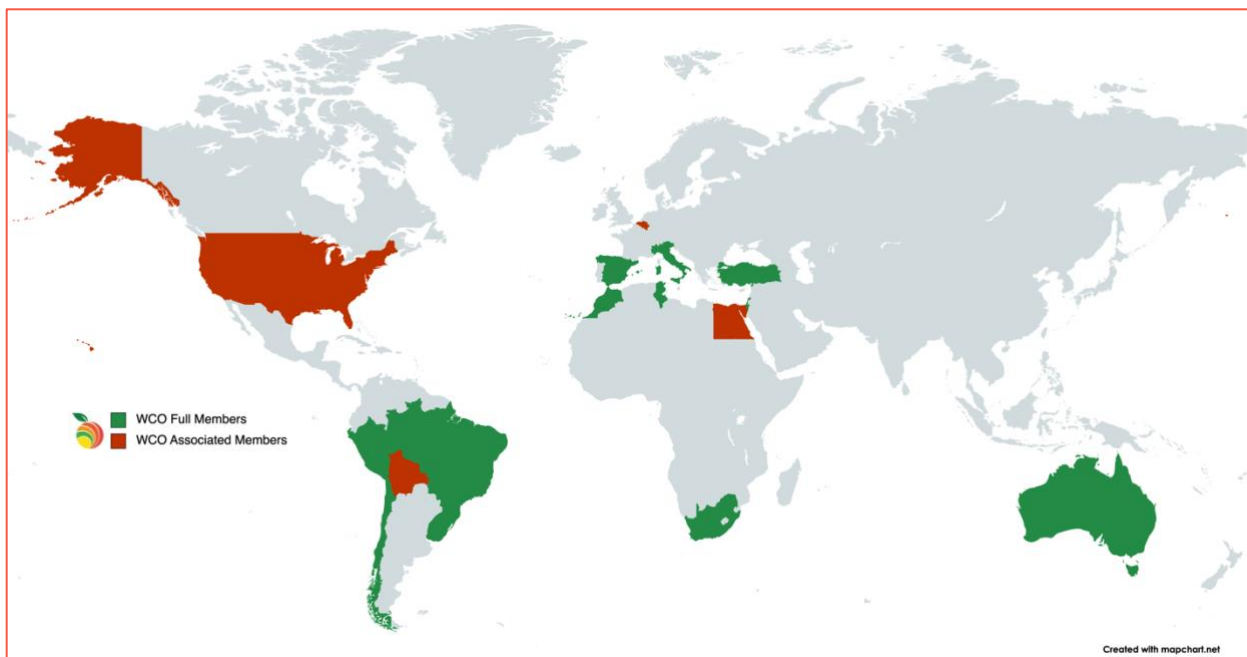


As a membership-based organisation, WCO's mission is to:

- Discuss common issues affecting citrus producing countries.
- Exchange information on production and market trends.
- Foster dialogue on policy issues of common concern.
- Identify and promote Research and Innovation projects specific to the citrus sector.
- Liaise with public and private stakeholders on citrus-related matters to highlight the importance of citrus producers and the need for a fair return.
- Promote the global consumption of citrus.

WCO Members

WCO has a two-tiered membership structure, full members and associated members. WCO full membership is open to citrus producing country or state associations. WCO associated membership is open to private companies and service providers to the citrus supply chain.



WCO Presidency 2022-2024

As a global organisation WCO is led by a co-chairmanship, with a representative from the Northern Hemisphere and a representative from the Southern Hemisphere. WCO Co-Chairs are elected for a mandate of two years by the WCO full members at the WCO Annual General Meeting (AGM).

At the WCO AGM in June 2022, the current WCO Co-Chairs were elected. The WCO Co-Chairs are Spain, represented by Ailimpo, and South Africa, represented by the Citrus Growers' Association, for the Northern Hemisphere and Southern Hemisphere respectively. The current Co-Chairs' mandates are for the period 2022-2024.

The WCO Strategy 2022-2024 reflects the vision of the Co-Chairs and the broader membership for the way forward for the organisation during their mandate.

WCO Northern Hemisphere Co-Chair



Spain

Ailimpo – José Antonio García Fernández

WCO Southern Hemisphere Co-Chair



South Africa

Citrus Growers' Association – Justin Chadwick

WCO Strategy 2022-2024

The WCO Strategy 2022-2024 outlines the way forward for the organisation for the 2022-2024 WCO Presidency mandate.

The objective of the WCO Strategy 2022-2024 is to guide the work of the WCO Secretariat, the WCO Co-Chairs as well as the WCO membership in its work to facilitate members to better face common challenges and identify opportunities for the collective benefit of the citrus sector.

The WCO Strategy 2022-2024 refers to activities within the bounds of the WCO as defined by the WCO Statutes available [here](#).

Future building the citrus sector

As the platform for dialogue and action for the global citrus community, the WCO is future building the citrus sector. In a world with quickly changing marketplaces and with the sector facing the ever-increasing threat of climate change, the WCO is building the global citrus sector's ability to withstand and continue to grow as a forward-thinking sector for both the fresh and processed categories.

The WCO is future building the citrus sector to:

- Connect stakeholders for a global citrus community.
- Engage citrus stakeholders in policy and market developments.
- Share citrus sector information in knowledge exchange exercises.
- Better place citrus as a leading and competitive fruit category.
- Promote citrus consumption.

Future building the citrus sector will take place within five priorities for the WCO for the period 2022-2024.



Membership



Engagement



Statistics



**Nutrition &
Health**



Promotion

Global citrus community

The WCO is fostering a truly global citrus community where stakeholders in both the fresh and processed citrus categories can discuss and exchange ideas and information on common issue affecting the citrus sector throughout the world.

Membership

Since its establishment in October 2019 the WCO's membership has grown rapidly to 12 full members (citrus producing countries or state associations) and 20 associated members (private companies and service providers to the citrus supply chain).



In 2022-2024 the WCO membership will be further consolidated to include the top 10 citrus producing countries and the top 10 citrus exporting countries. This includes Africa, Brazil, China, Egypt, Greece, India, Mexico, Morocco, Spain, Turkey, and the USA.

Engagement

In the spirit of open dialogue, exchange and engagement between members, the WCO facilitates opportunities for members to meet both online and in physical meeting formats to discuss and debate policy and market developments.



To allow engagement between members in the period 2022-2024 WCO will first hold its Annual Congress alongside existing events, such as Fruit Attraction in 2022, before considering for 2023 and 2024 to begin physical WCO Annual Congress meetings in the Southern Hemisphere and Northern Hemisphere on an alternating basis.

Global citrus collaboration

The WCO is uniting stakeholders within the global citrus community for better collaboration. Enhancing collaboration and cooperation between citrus partners at a global level will more effectively help address issues of common concern for the benefit of the sector collectively in an efficient manner.

Statistics

As part of WCO's core activities, the organisation undertakes citrus forecasting. Forecasting activities take place on a biannual basis, ahead of the Southern Hemisphere and Northern Hemisphere seasons. All forecasting is undertaken on a pre-competitive basis only.

The objective of the citrus forecasting is to allow WCO members to facilitate understanding of current global citrus market developments. As a knowledge-sharing exercise, through WCO's citrus forecasting activities the sector is able to better position the citrus category not only on domestic markets but also further afield. WCO's citrus forecasting activities are supported by proactive member engagement in citrus data collection.



To facilitate WCO citrus forecasting, in 2022-2024 a user-friendly statistical database will be established for WCO members. To support accurate and detailed citrus forecasting, the WCO-CIRAD collaboration will be renewed including the publication of an annual statistics book.

Nutrition & Health

Amid low fruit and vegetable intake levels, citrus consumption has also stagnated. With growing competition from other fruit categories as well as other food commodities, the future of the citrus sector and citrus fruit's place in a healthy, balanced, sustainable diet is at stake.



To aid the citrus sector in communicating the nutrition and health benefits of citrus consumption, in 2022-2024 the WCO will explore claims for citrus at WHO level. In conjunction with CIRAD, a comprehensive study on citrus nutrition will also be undertaken.

Global citrus identity

In recent years other fruit categories have successfully positioned themselves on supermarket shelves, leading to sustainable growth in product demand and supply. The citrus sector must now move quickly if it is to retain its place as a major fruit category.

Promotion

Resource efficient promotion is vital for a sector with limited margins for product positioning. Collaborative work limiting fragmented efforts for general sector promotion is crucial for the citrus sector to compete with other growing fruit and food sectors now and into the future.



In 2022-2024 the design of a global marketing concept accessible to all WCO members will begin. The global marketing concept will cement notion of collective citrus promotion by the sector at large for efficient and effective marketing results.