

"There's a very strong demand for oranges worldwide"

Demand for citrus fruits, especially oranges, continues to increase due to the shortage of supply, which drives up prices and favors producers, such as Argentina, in various markets. This year, Nobel, an Argentine company that specializes in exporting mandarins and oranges, projects to export similar volumes as last year, although with a slight initial shortage of Valencia oranges. "The quality of the fruit is excellent this year, partly due to the dry summer," stated Néstor Tisocco of Nobel.

Brazil is an important sales market for Nobel. Exports there have been growing steadily since 2022. "Last season was our best season in Brazil, with 145 containers exported," Tisocco stated. Its proximity and the possibility of transporting the cargo by road ensure shorter delivery times, less bureaucracy, and a longer shelf life for the fruit.

Nobel also exports to Russia, Kyrgyzstan, Kazakhstan, Uzbekistan, and Asian destinations such as Indonesia, Malaysia, and the Philippines. Demand for citrus fruits remains strong in all markets. "There's a very strong demand for oranges worldwide. We expect this trend to continue until 2026 or 2027," Tisocco stated.

"Mandarin exports to Brazil run from the second half of April until November or mid-December. Shipments to Asia start in May and end in September, while exports to Russia begin in the first week of May and end around October before the season changes and other suppliers enter the market," Tisocco stated. The main competitors are China, South Africa, Peru, Egypt, Morocco, and Turkey, all of which have a strong presence at international fairs and are increasing their supply.

"The price of a box of large-sized mandarins ranges between 10 and 12 dollars. Medium or smaller sizes should not fall below \$9. We expect Argentine mandarins and oranges will achieve very good prices in Brazil by October or November," he stated.



Growth in Brazil is partly due to a strategy that focuses on proximity and logistical efficiency. "We started looking for markets close to us because of the issues we've had with shipping companies. That's how we ended in Brazil, a market in which 150 to 180 million people consume citrus, and that we are developing strongly," stated Tisocco. Yet there are challenges. "Argentina is emerging from a severe financial and economic crisis," Tisocco acknowledges. Public policies that favor production and export are essential for further growth. "We must focus on reducing costs, lowering domestic taxes and import duties between countries," he said.



Consumers increasingly demand better quality, new sizes, and varieties, he stated. "We must continue to invest in breeding," he stated.

For more information: Néstor Tisocco

Nobel SA

Tel: +54 9 3456 45 6208

Email: tisocconestornobelsa@gmail.com

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