

How the Brazilian Orange Juice Value Chain is responding to the EU MRLs “New Agenda”

May 25th
Tatiana Campos
Institutional Relations Director



Who we are

CitrusBR represents the world's largest producers and exporters of orange juice:



citrosuco



CUTRALE

LDC.

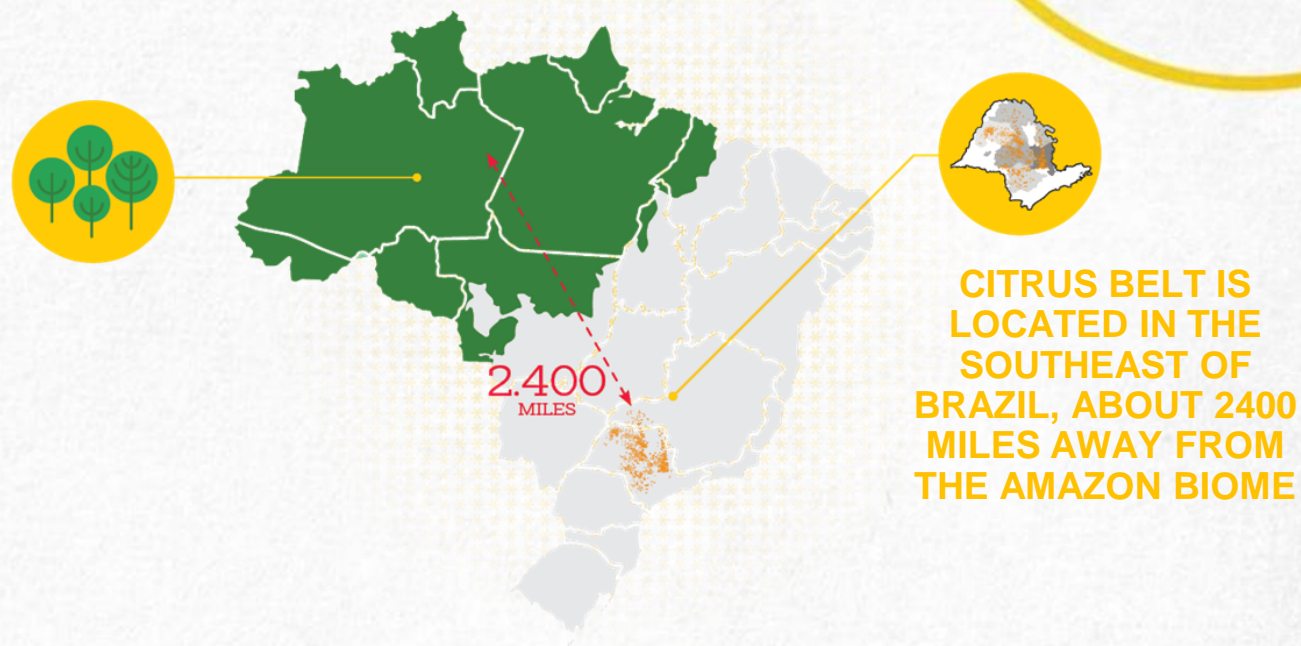
Louis Dreyfus Company

Fonte: CitrusBR

The orange juice sector

The orange juice is among the main products of the Brazilian agribusiness portfolio.

The production is located in the so-called “**citrus belt**”, an area that covers **459,000 hectares** that encompass about **347 municipalities** in the states of São Paulo and Minas Gerais.



The orange juice sector

In the last five decades, Brazil has consolidated itself as the largest exporter of orange juice worldwide, **exporting 95% of its production**.



Seven out of every ten cups consumed **worldwide** were produced by Brazilian companies



34%
of the world's
orange
production



61%
of the world's
orange juice
production



200.000
Direct and
indirect jobs



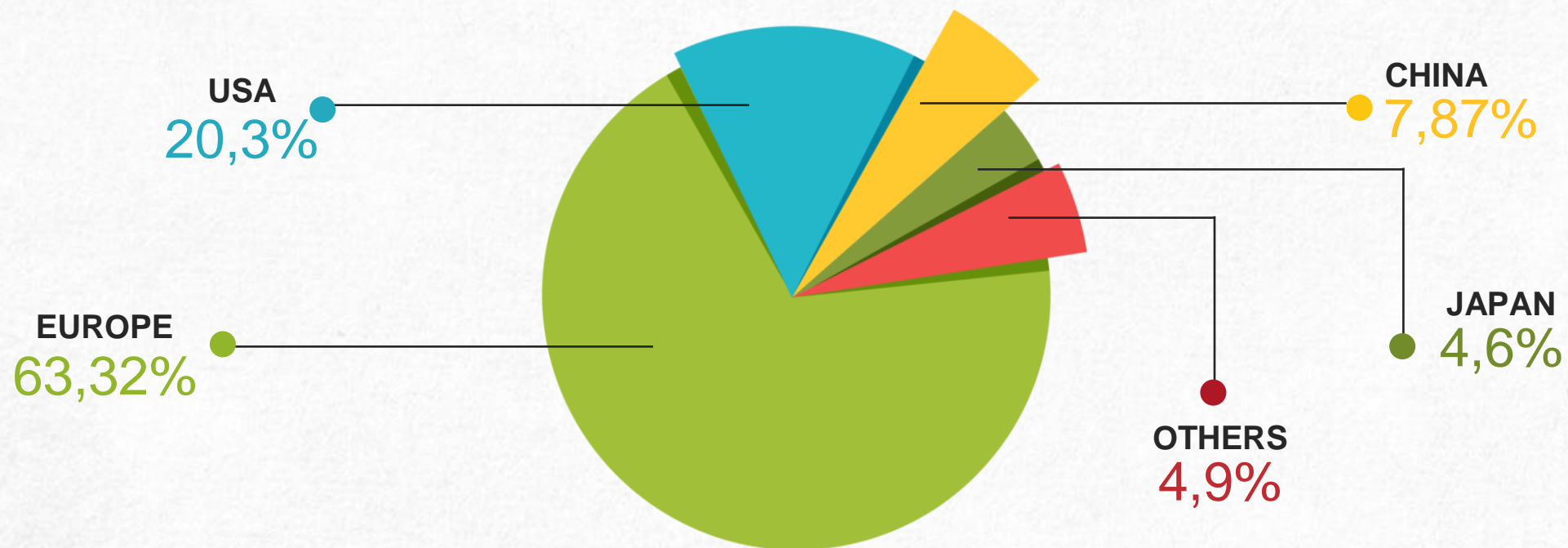
**USD 2
BILLION**
In exports per year

Source: CitrusBR organized by Markestrat

Main markets

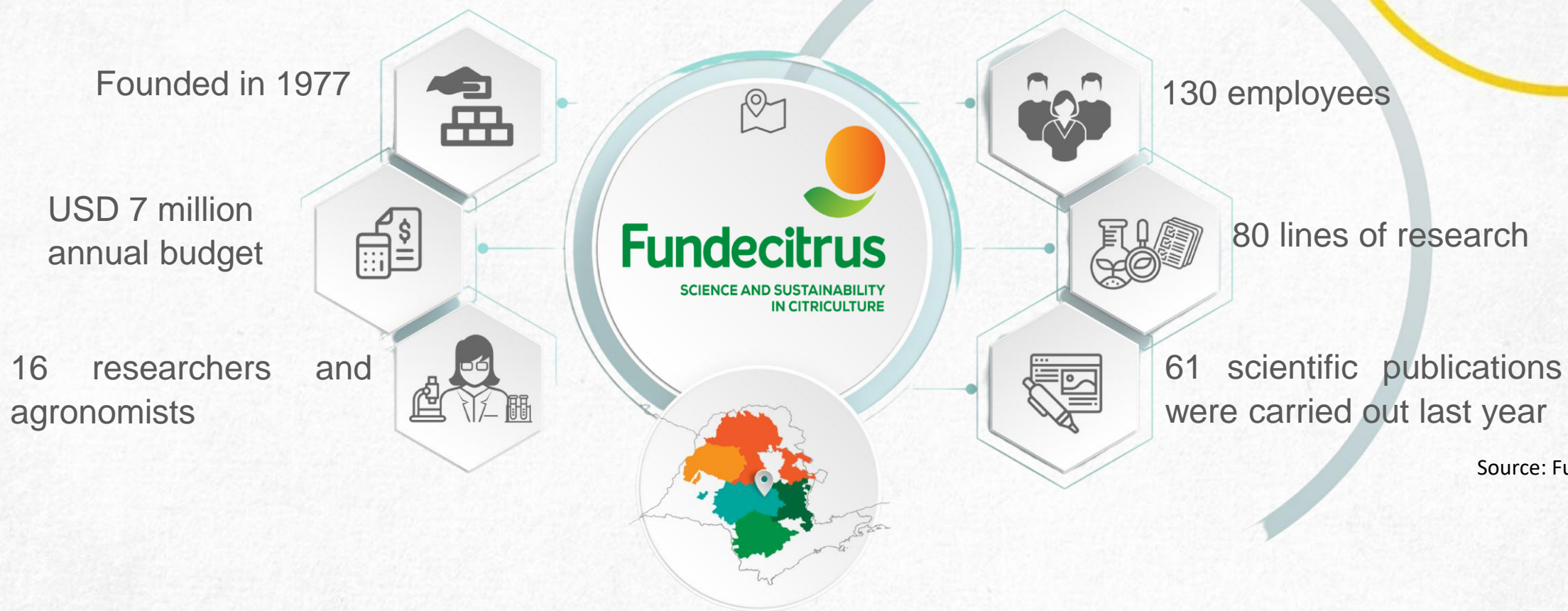
BRAZILIAN ORANGE JUICE EXPORTS – 2021/2022* CROP

(in tons of FCOJ Equivalent to 66 Brix)



Source: Secex

Fundecitrus – Citrus Defense Fund



Source: Fundecitrus

Protecitrus

Citriculture Protection Products (Protecitrus) is a voluntary program for the citrus industry which **helps producers to understand pesticide regulations in Brazil and in the main importing countries of orange juice around the world.**

The program is based on a **positive list of active ingredients which meet the several requirements of consuming markets**, in addition to anticipating international trends and regulations.

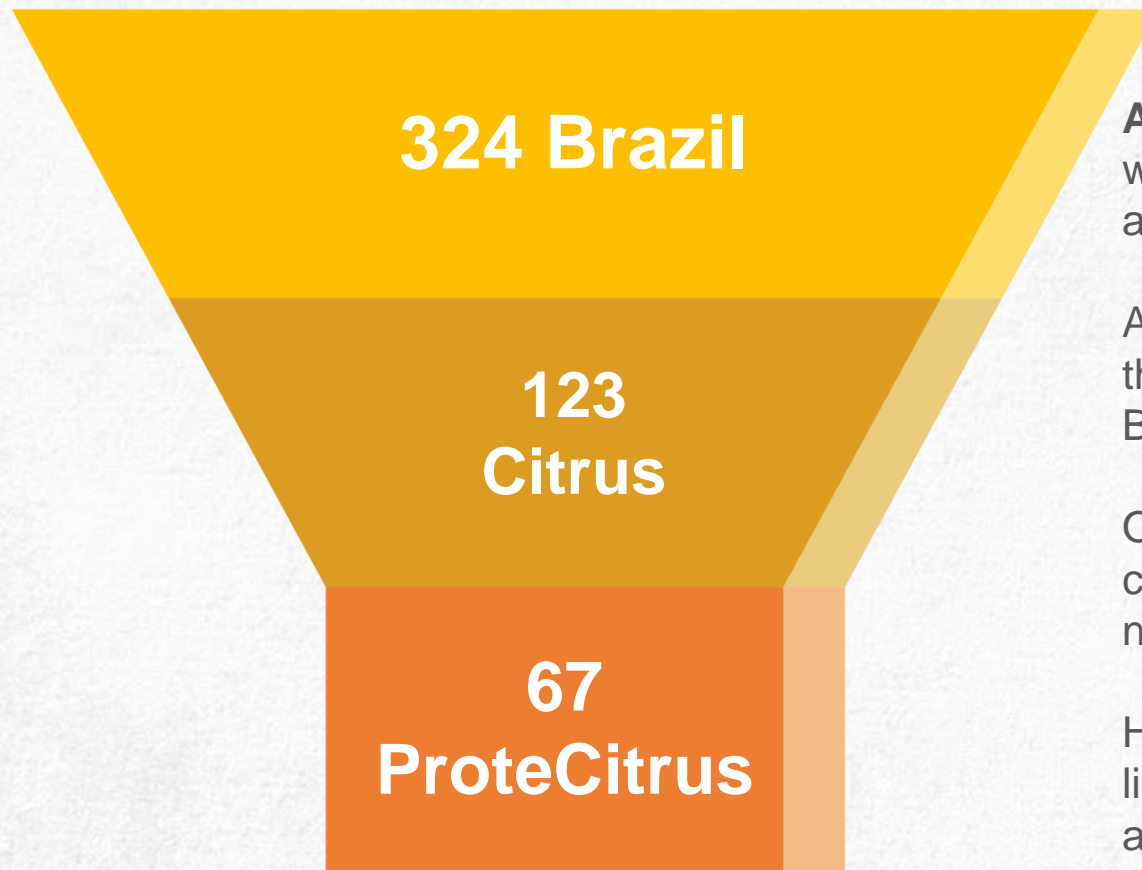
ProteCitrus connects citrus growers' activities with the requirements of governments and clients in response to the global demand for food production with the lowest possible environmental impact



ProteCitrus

Produtos para Proteção
da Citricultura

Protecitrus



Source: Agrofit / Protecitrus

Agrofit gathers all pesticides registered with the Ministry of Agriculture, Livestock and Supply for use.

According to its data, on May the 5th, there were **324** molecules registered in Brazil.

Out of those, **123** were registered for citrus culture (biological ingredients are not included).

However, only **67** pesticide products are listed in Protecitrus. (biological ingredients are not included).

System implemented since 2020

As a consequence of the constant revisions and changes in LMRs in Europe, in 2020 CitrusBR **structured a new governance** only to deal with this topic:



LMRs
Monitoring with
Bryant Christie
Inc. (BCI)



Engage the
Industry (Bayer,
BASF, FMC...)



Governance to
decide if and when
to manifest



Compilation
of residues



Engage the
Brazilian
government



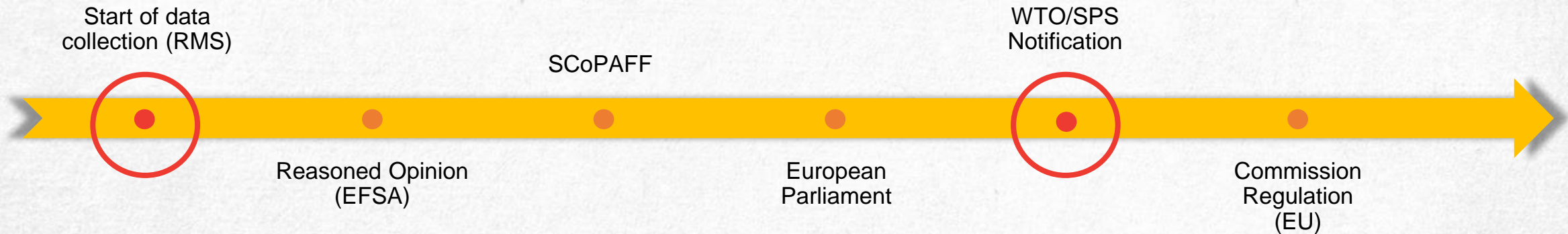
Statements to
clientes signed
by CitrusBR

System implemented since 2020

Pesticide Review (1107/2009)



MRL Review (396/2005)



Monitoring + Acting

With BCI support's we were able to review just over **660 pesticide and MRL notifications** from the European Union since 2020.

Of those notifications, **over 35** involved proposed and implementing pesticide and MRL regulations that were notified to CitrusBR. In total, we sent **ten comment letters**:

- **5** were in response to EU MRL reviews; all of these letters were sent to the EU Rapporteur Member States
- **4** were in response to EU pesticide reviews; all letters were submitted to the WTO via Brazilian government;
- **1** comment submission related to the EU health and environmental factors initiative in March 2022

Defense of diverse production models

CitrusBR has also been engaged in the **recognition of tropical agriculture as a sustainable production model.**

One should recognize that food systems are plural and that **tropical and large-scale agriculture have an important role** in building resilient and nutritious food systems and have been investing heavily in **innovation, good-practices, and sustainability.**



Defense of free trade

CitrusBR has also been involved in the **defense of lowering trade barriers** and expanding the positive role of the rules-based international trading system.



An Outreach Event by the WTO Secretariat in Collaboration with the United Nations Food Systems Summit

WORLD TRADE ORGANIZATION

GLOBAL DIALOGUE ON TRADE,
TRADE AS AN ESSENTIAL PIECE OF THE FOOD SYSTEMS PUZZLE

Opening Plenary:

Speakers:

Dr. Ngozi Okonjo-Iweala
Director General, WTO

Dr. Agnes Kalibata
Special Envoy of the UNFSS

Moderator:

Dr. David Nabarro
Strategic Director, 4SD

A promotional graphic for a WTO event. It features a green and blue background with a world map. On the right, there is a photograph of fresh vegetables (carrots, tomatoes, leafy greens) being held by a hand. The text is arranged in a clean, modern layout with white and yellow boxes for speaker names.

Defense of free trade



OBRIGADA!