

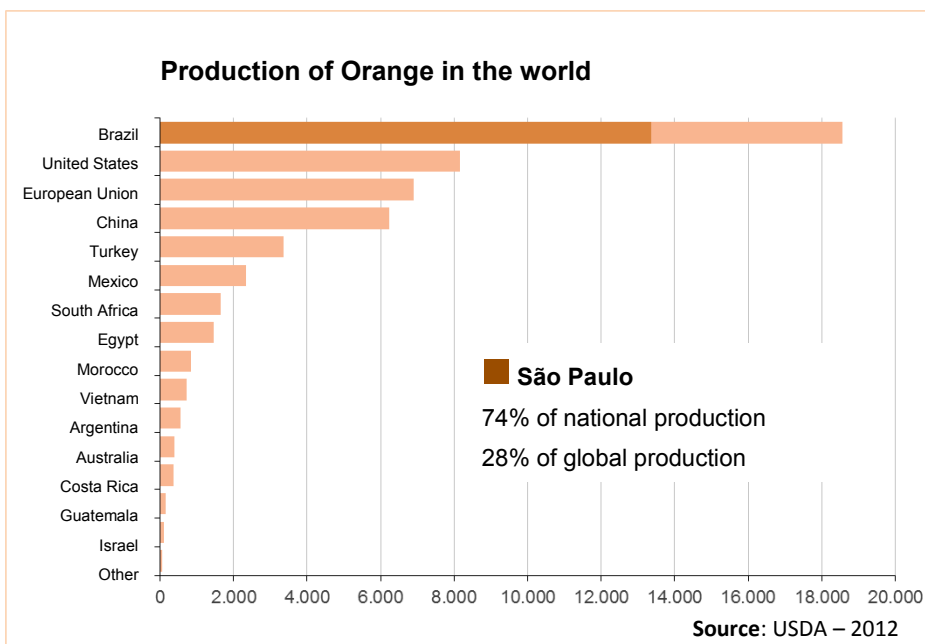
Orange

Largest producer of oranges in the world, the State of São Paulo accounts for more than 28.8% of the total production in the world, according to 2012 data from the U.S.

Department of Agriculture (USDA) and the Brazilian Institute of Geography and Statistics (IBGE). In second place are the United States (USA), with 15.15% of the total production (mainly the state of Florida).

Brazil and the U.S. concentrate almost half of global production. The other producers are: China (12.80%), Mexico (6.23%) and Spain (4.06%) – (USDA – 2012).

Every year, approximately 18 million tons of the fruit are produced in Brazil, and the State of São Paulo accounts for 74% of this total (IBGE – 2012).



Healthy living

The latest trend in the global market, which is the consumption of healthy products, rich in minerals and vitamins, is providing opportunities to increase the development of new juices such as the mix of fruit, orange nectars and the preparation of functional drinks from orange juice, with strong medicinal and wellness appeal. As the largest producer of juices in the world, São Paulo qualifies as a privileged place for the attraction of new investments to this market.

Industry

Modern and advanced, the industrial park for processing orange in the State has an international standard of competitiveness.






Brazil accounts for 81.5% of global sales of orange juice, with approximately 1 million tons, followed by the U.S. with slightly over 100 thousand tons of juice (USDA – 2012).

According to the Ministry of Development, Industry and Foreign Trade (MDIC), exports of orange complex totaled US\$ 2 billion in the State, in 2012, and 95% of this amount consisted of processed juice (USDA – 2012).

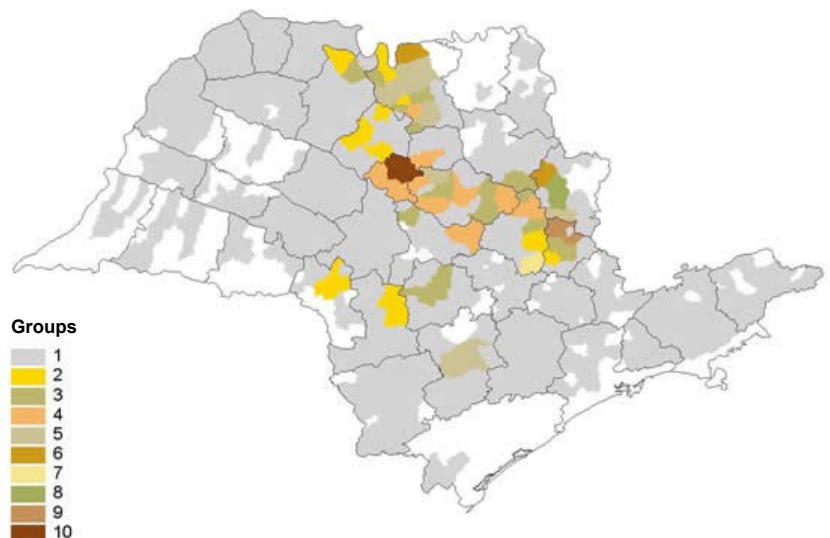
The State of São Paulo has plants for the processing of orange juice in more than 20 municipalities, primarily located along Rodovia Presidente Washington Luiz and part of Rodovia Anhanguera.

Brazil allocates its production of concentrated and frozen juice to the international market (95%) – (USDA – 2012), mainly to Europe, while Florida allocates its production to the domestic market (86%) and also imports the product from other countries, especially Brazil.

Why invest in the production of Orange in São Paulo?

-  Abundant supply and high quality for the production of juices.
-  Favorable climate and harvest throughout the year.
-  Low production cost
-  Proximity of the production sector and the flow channel.
-  Large-scale industries, with their own private ships and warehouses.

Orange-producing areas in the State



Source: IEA

Contact Us

We would like to invite you to learn more about the reasons that make the State of São Paulo the right choice for your business. Investe São Paulo is always ready to serve you promptly, efficiently and free of charge. Check out how this Investment Promotion Agency can assist your project by visiting our website www.investe.sp.gov.br or contact us by e-mail: investesp@investesp.org.br.