



**S.A. VERACRUZ**

More than lemons

---



ANNIVERSARY



**SA VERACRUZ** is a family owned company from Tucuman Argentina, that produces, packs, processes and exports lemons. The company is now managed by the 4th generation in the lemon growing industry.



**MARIA  
DEL SOL  
ROTMAN**

*COMMERCIAL DIRECTOR OF INDUSTRIAL PRODUCTS*



# OUR HISTORY

1994  
START



2003  
PACKING  
HOUSE



2004  
FRESH  
EXPORT



2019  
INDUSTRY



Plant capacity:  
**80,000**  
tons of fruit



### OTHER COMPANY BUSINESSES:

BEEKEEPING, CATTLE RAISING, GRAINS (SOY, WHEAT & CORN), SUGAR CANE, FRESH ORANGE & AVOCADO.

### INDUSTRIAL PRODUCTS:

- **LEMON** ESSENTIAL OIL.
- **LEMON** JUICE CONCENTRATE.
- **LEMON** ESSENCE & LEMON WATER PHASE
- DISTILLED **LEMON** OIL

**180**

PERMANENT EMPLOYEES

**+200/800**

TEMPORARY EMPLOYEES





# LEMON SEASON OUTLOOK

## NORTHERN HEMISPHERE

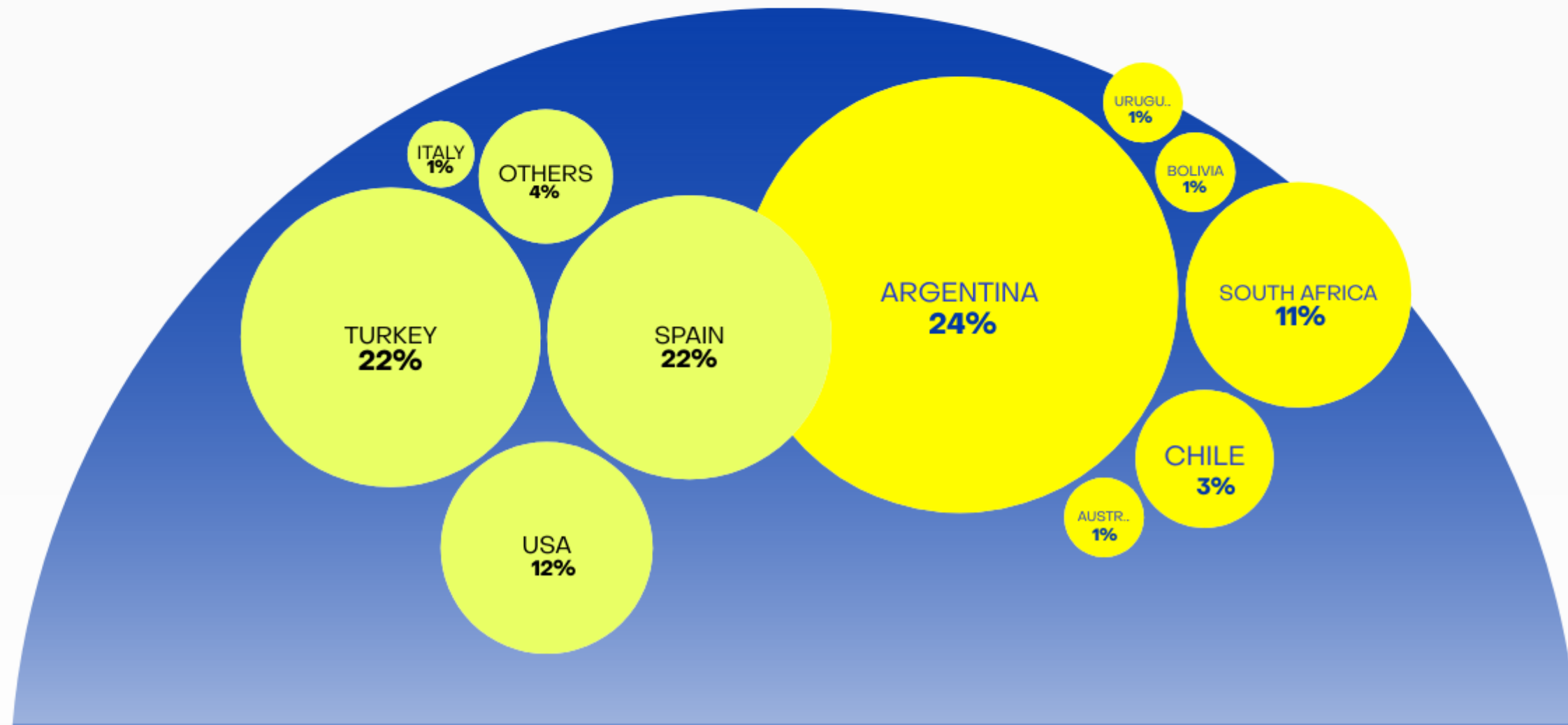
<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
3,273,000	3,410,000	3,659,306	3,390,000	4,146,000

## SOUTHERN HEMISPHERE

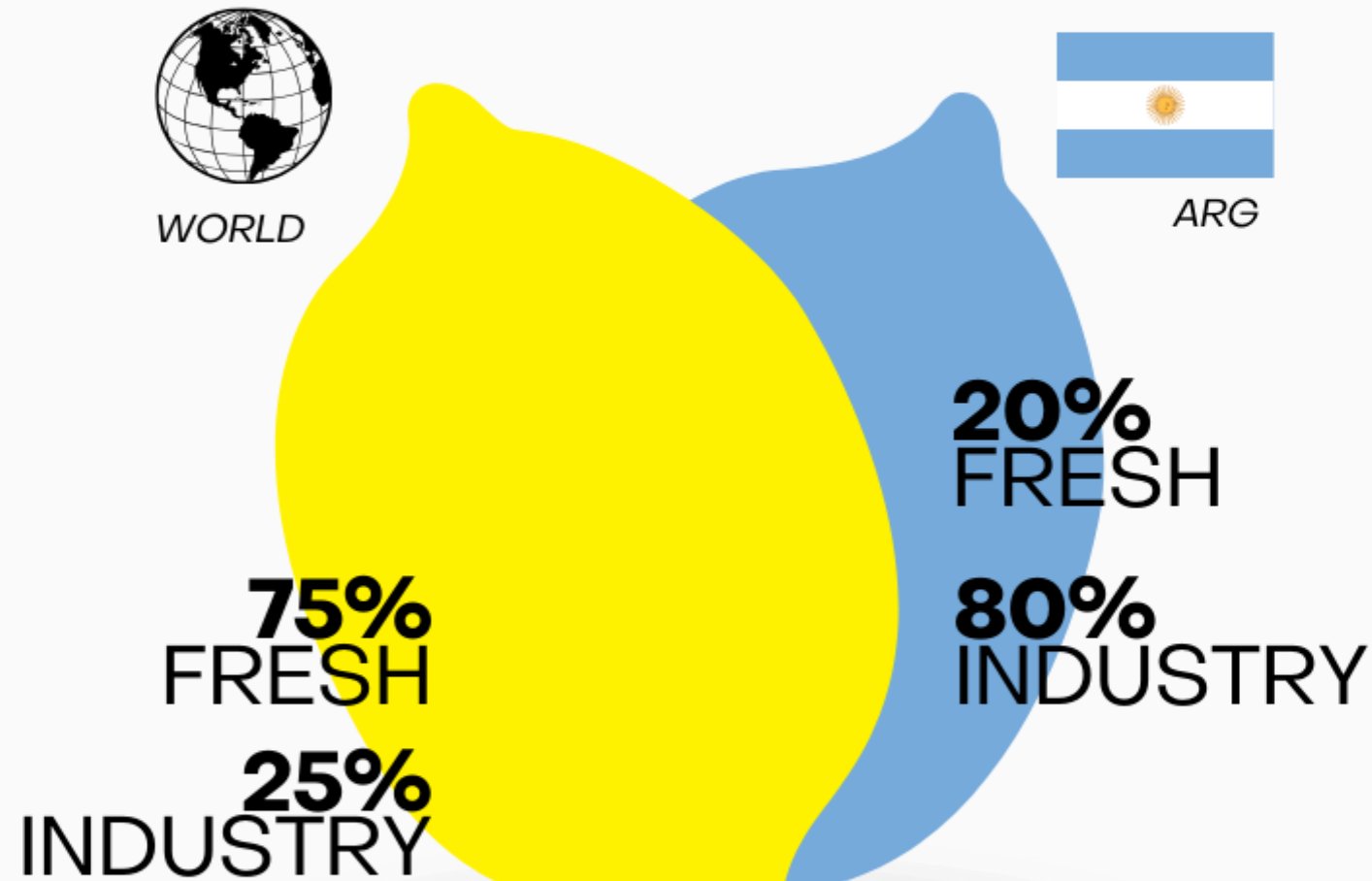
<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
3,052,603	3,158,570	3,322,425	3,429,140	3,029,000

## TOTAL (TONS)

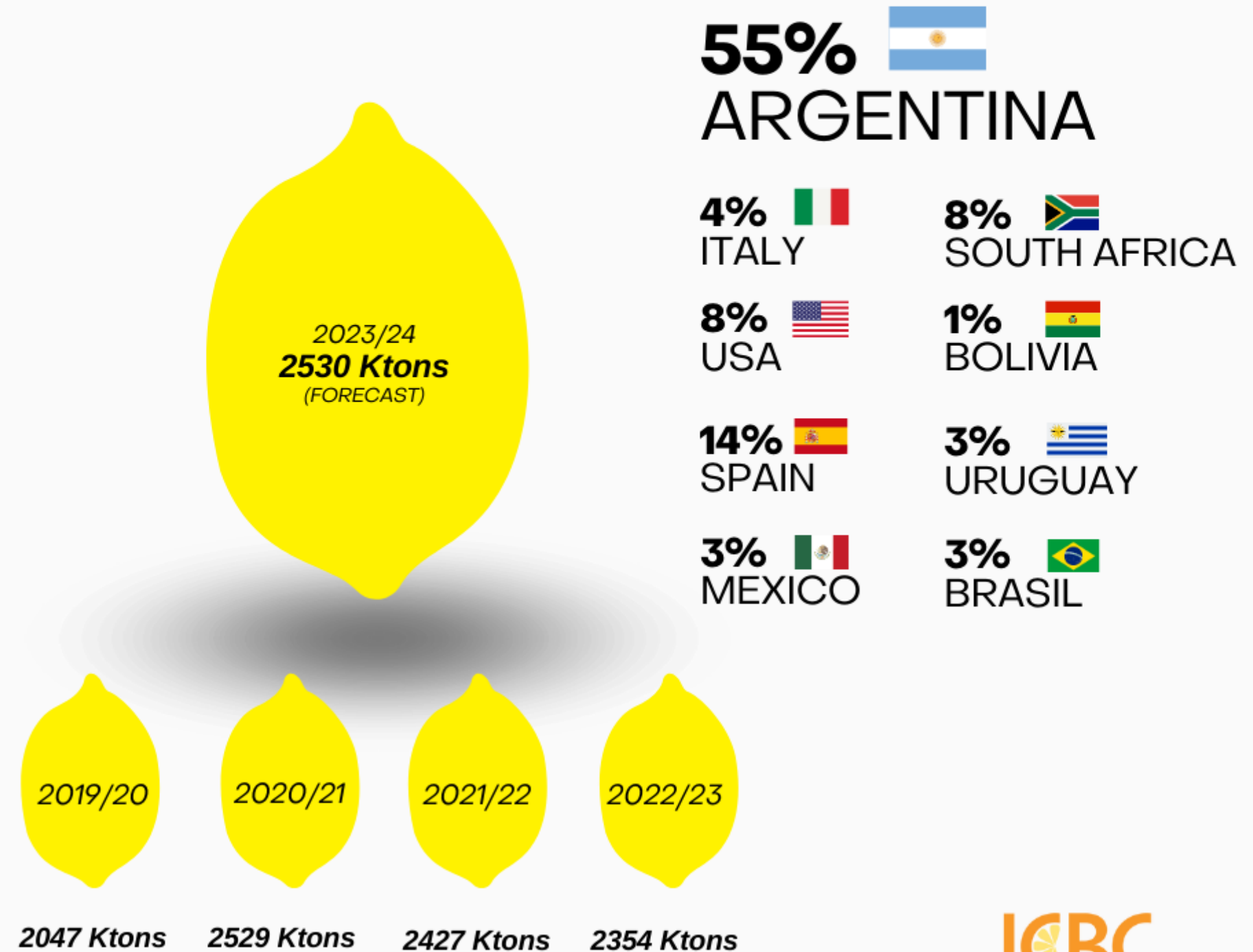
<b>6,325,603</b>	<b>6,568,570</b>	<b>6,982,031</b>	<b>6,819,140</b>	<b>7,175,000</b>
------------------	------------------	------------------	------------------	------------------




## PRODUCT DESTINATION



## GLOBAL LEMON PROCESSING



**Argentina**, located in the heart of **South America**, is recognized as the world's largest lemon producer, renowned for.

POPULATION	
	<b>45 M</b>



### Different climates

- 1- Subtropical climate
- 2- Temperate climate
- 3- Arid and semi-arid climate
- 4- Cold and polar climate



**1 USD = \$ 972**



### Main export products:

- Soybeans
- Corn
- Wheat
- Wine
- Lemons
- Peanuts

### President

Javier Milei

(since December 2023)



### Gross Domestic Product:

Nominal **USD 600 MM**

Per Capita **USD 13000**

### Surface

Land 2,78 Million km<sup>2</sup>

Sea 1,73 Million km<sup>2</sup>

### Tourism



Iguazu Falls



Perito Moreno  
Glacier



Buenos Aires



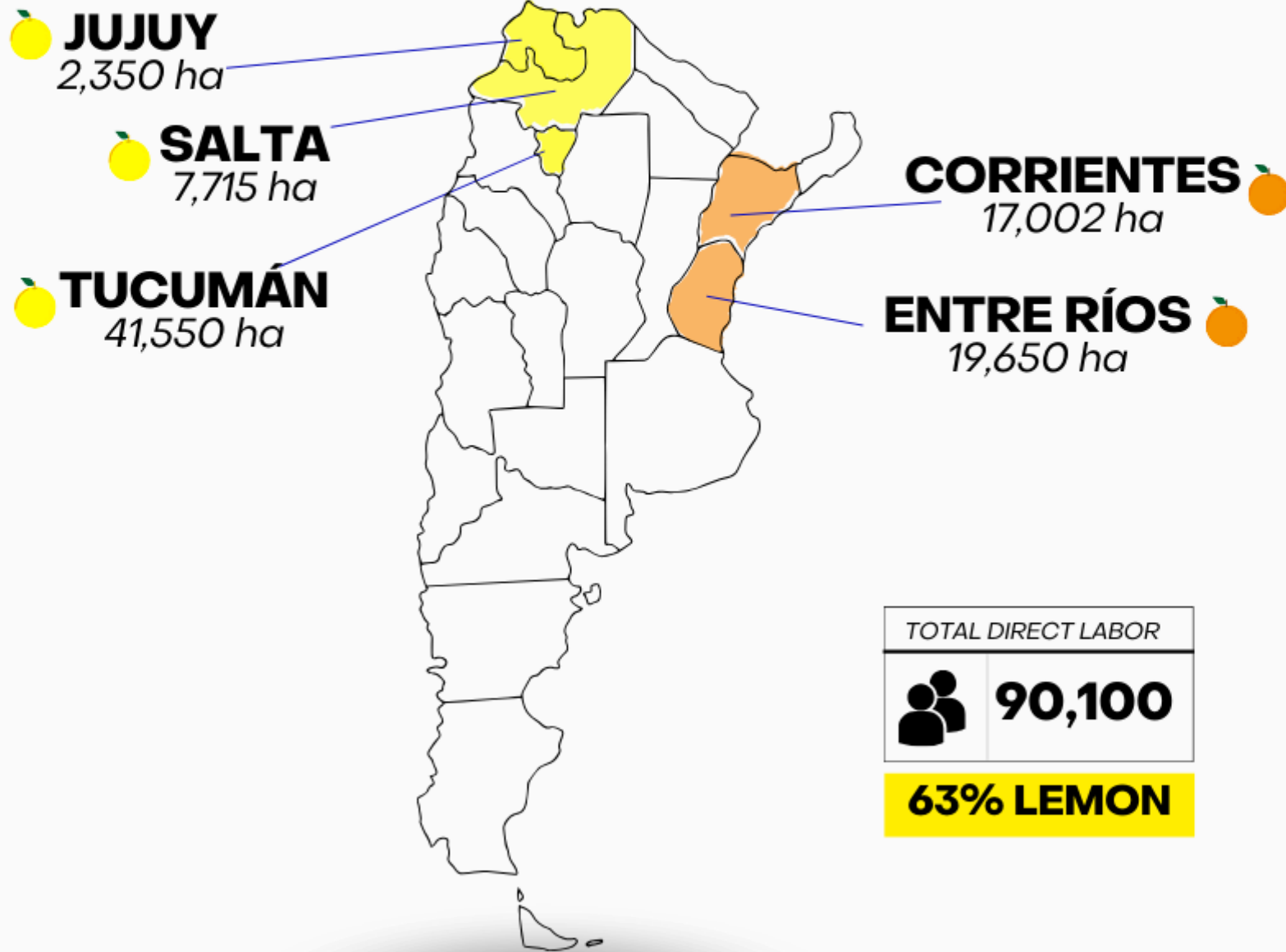




# CITRUS IN ARGENTINA

# 5

## MAIN CITRUS AREAS IN



TOTAL DIRECT LABOR

**90,100**

**63% LEMON**

## ARGENTINA'S CITRUS FRUIT FORECAST (tons)

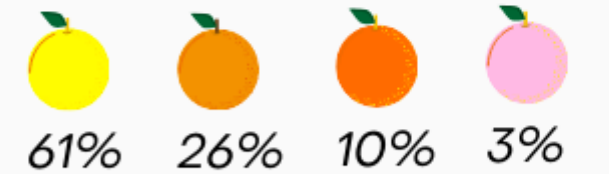
CITRUS	PROCESSING	DOMESTIC MARKET	EXPORT FRESH FRUITS	TOTAL
LEMON	1,380,000	180,000	170,000	1,730,000
ORANGE	116,000	559,958	64,620	740,578
MANDARINE	46,000	192,766	34,330	273,096
GRAPEFRUIT	27,000	42,878	886	70,764
TOTAL	1,569,000	975,602	269,836	2,814,438

## NATIONAL PRODUCTION OF CITRUS FRUIT

### CITRUS CROP SEASON



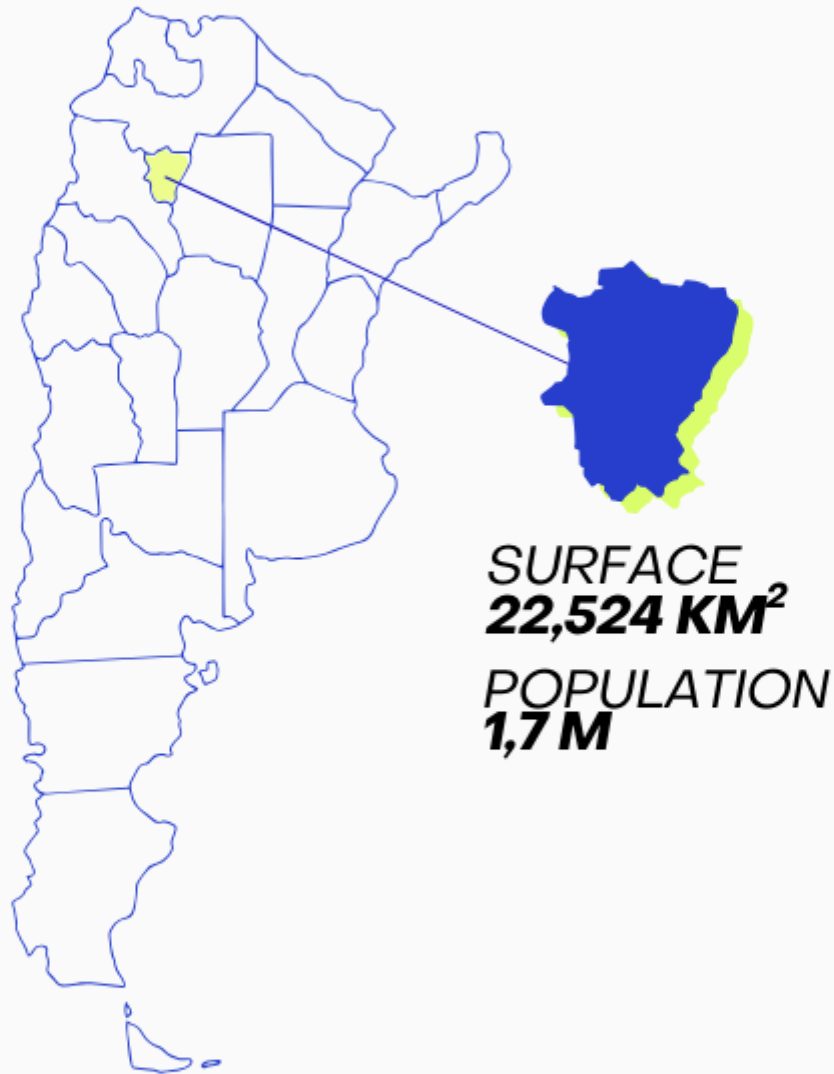
APR / MAY / JUN  
JUL / AUG / SEP



VALUE OF ARGENTINA CITRUS PRODUCTION ESTIMATED - 2024	DOMESTIC MARKET	EXPORT FRESH FRUITS	TOTAL
USD	298	635	934







## CLIMATE IN TUCUMAN



**Subtropical Humid:** Summers (+ 30°C (86°) / winters (not below 10°C (50°F)).



**Precipitation:** substantial rainfall throughout the year. *Rainy season:* November to March (summer)



**Mountain Climate:** In valleys and areas near the Andes it can be cooler and more variable.

## MAIN ECONOMIC ACTIVITIES



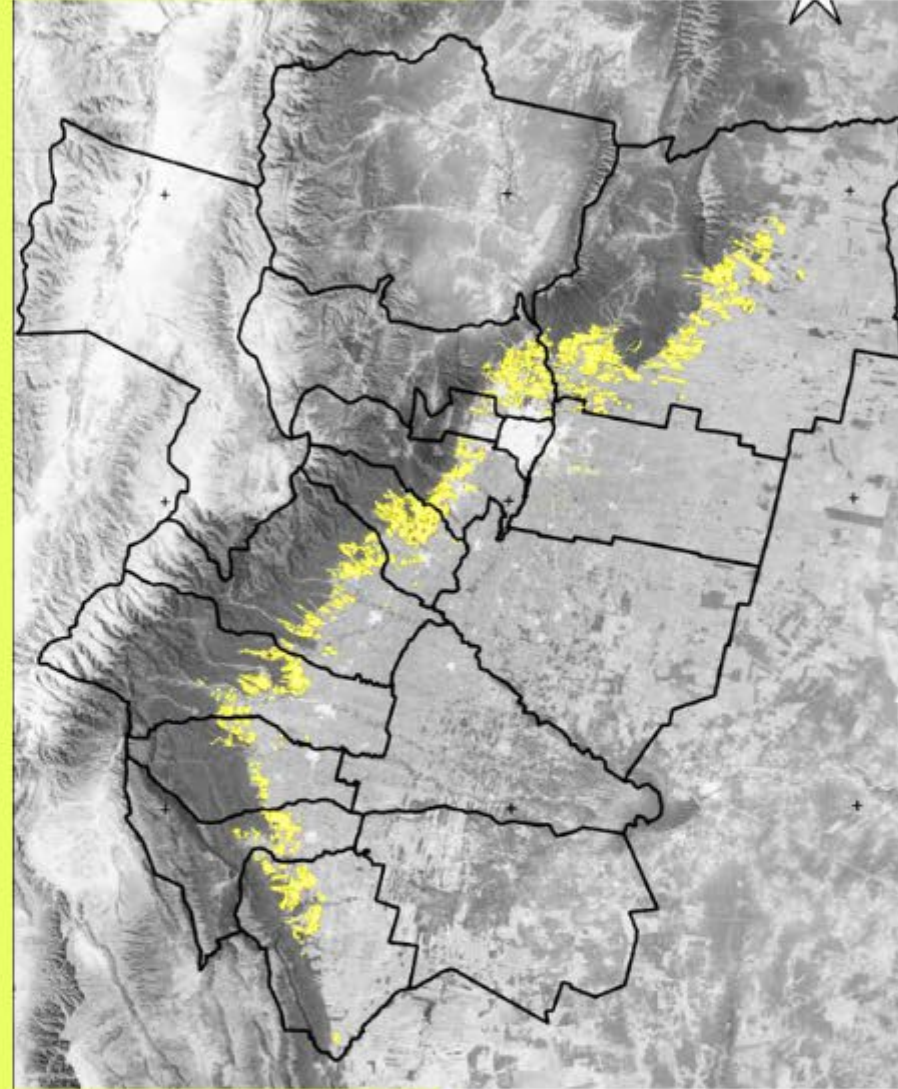
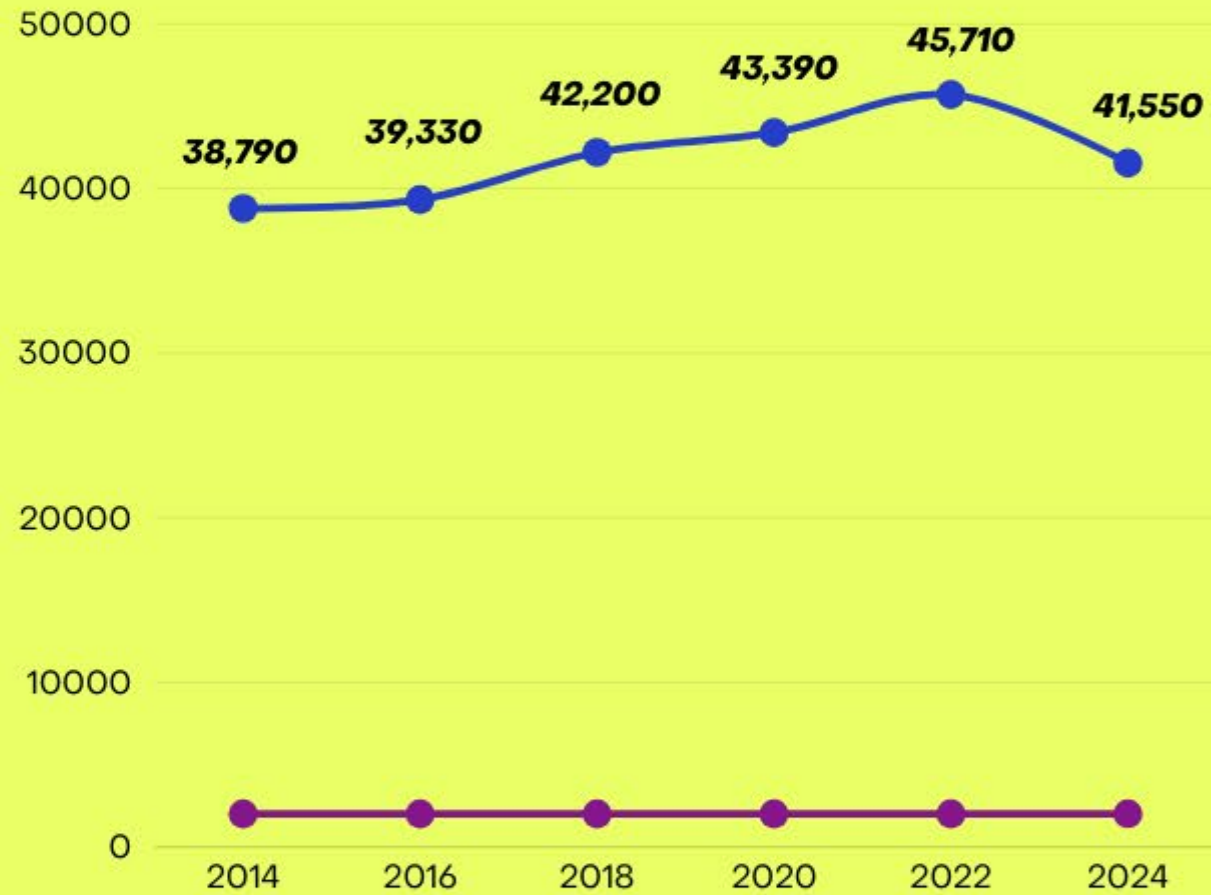
**Lemon:** 73% :  
. Largest producer of lemon in Argentina.  
. 56,000 employees  
. Turnover USD 954M  
. 41,550 lemon hectares.



**Sugarcane:** 50 / 60% :  
. Largest producer of sugarcane in Argentina.  
. 50,000 employees  
. Turnover USD 1 to 1.5 MM  
. 250,000 a 300,000 sugarcane hectares.

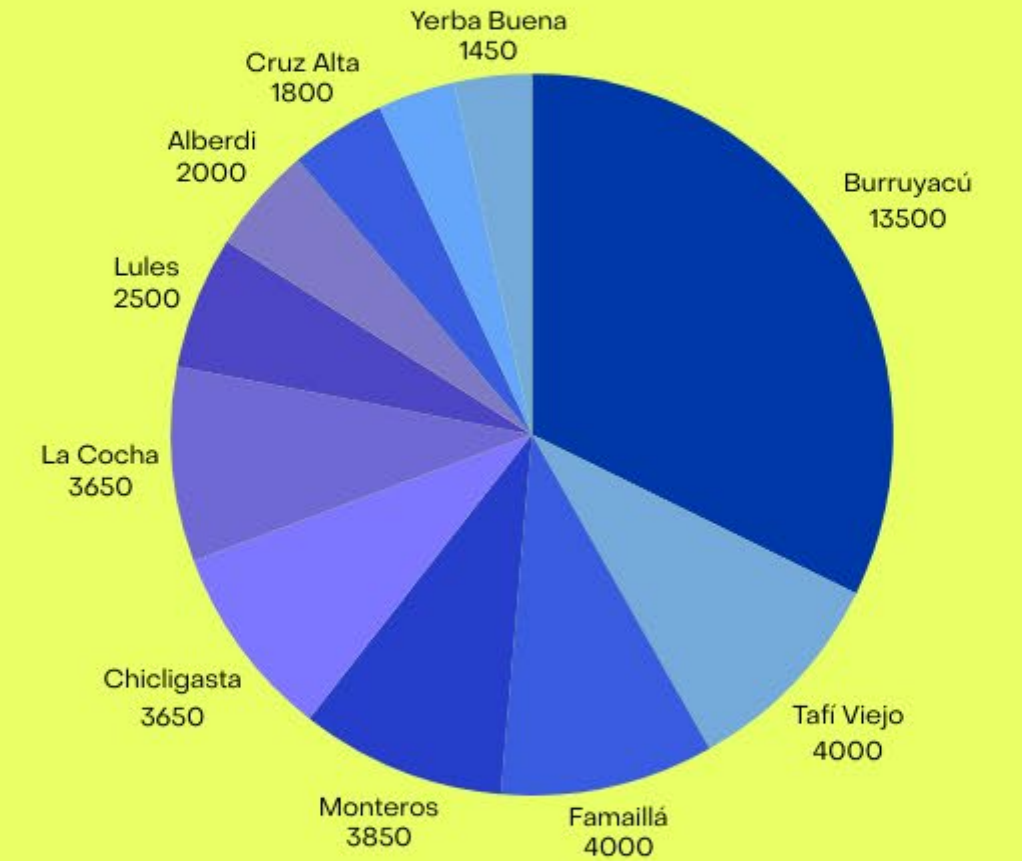
## TUCUMAN LEMON HECTARES

\*11,250 hectares in poor agronomic management conditions.



## TUCUMAN CITRUS HECTARES LOCATION

\*96,3 % lemon and 3,7 % sweet citrus



## LEMON VARIETIES

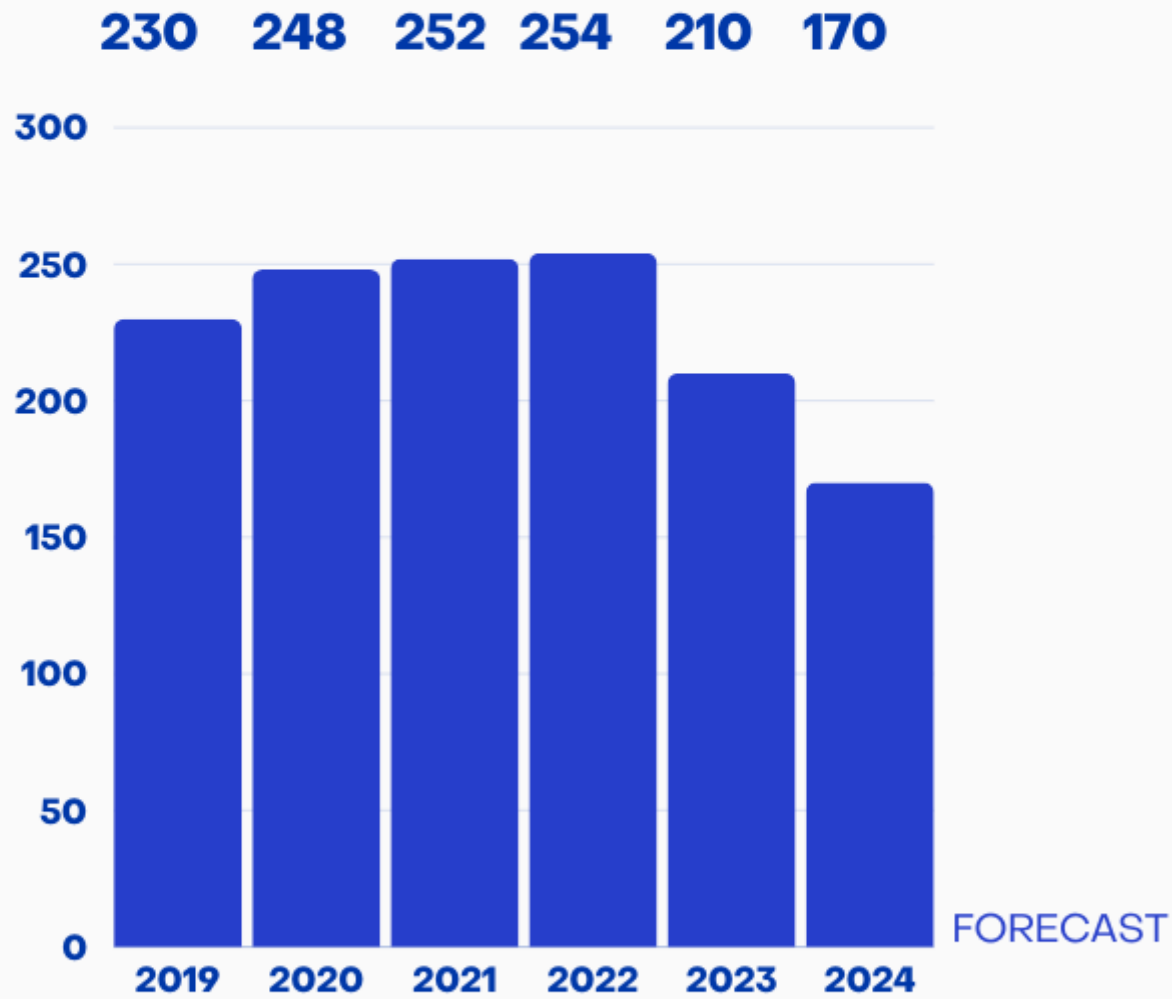




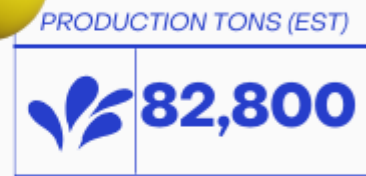
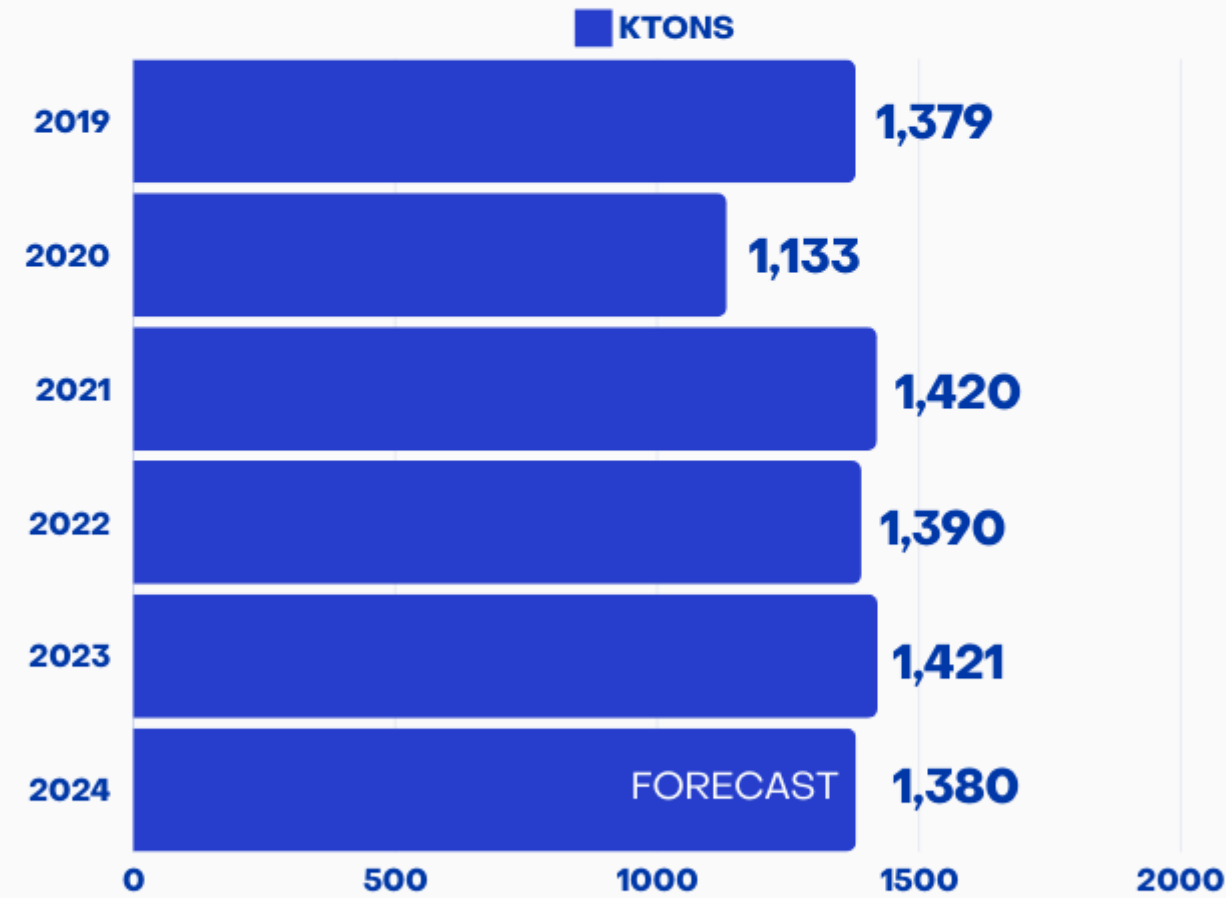
# ARGENTINA LEMON DESTINATION



## FRESH FRUIT EXPORT (Ktons)



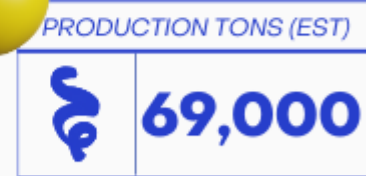
## PROCESSING VOLUME (Ktons)



**LEMON JUICE CONCENTRATE**  
 54,3 % European Union  
 26,5 % USA  
 6,7 % Japan



**LEMON OIL**  
 43% Ireland  
 34% USA  
 7% European Union  
 7% Uruguay  
 3% UK



**LEMON PEEL**  
 49% European Union  
 45% China



### What is HLB?

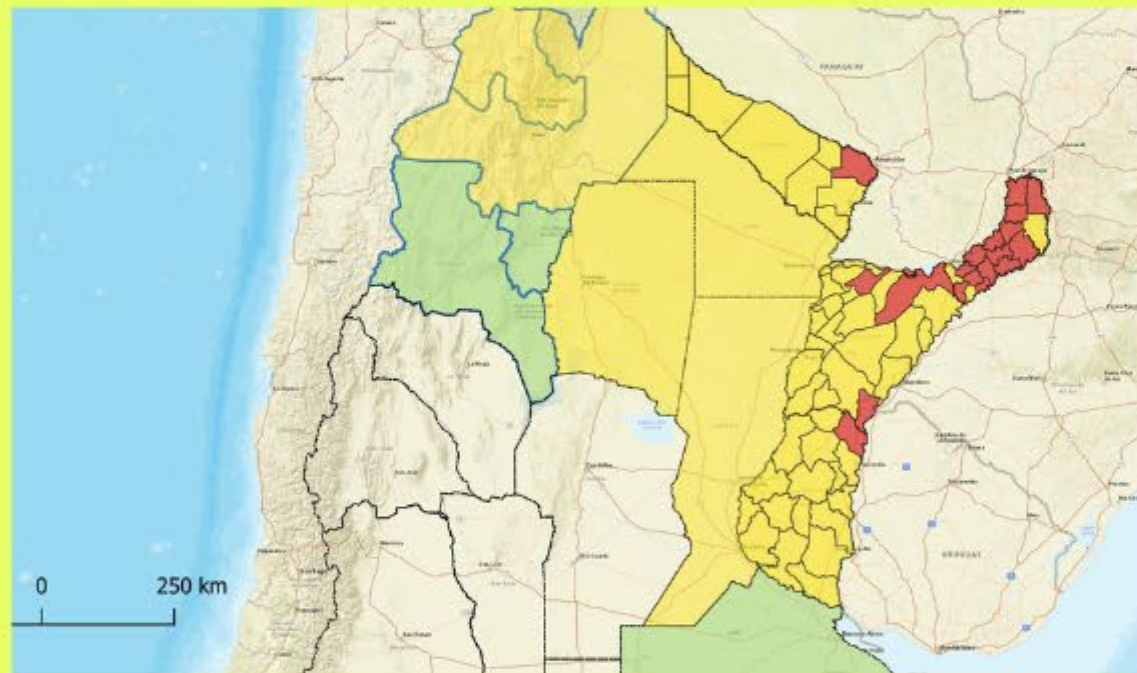
Huanglongbing (HLB), or citrus greening disease, is a serious bacterial disease that disrupts nutrient transport in citrus plants, leading to severe decline and eventual tree death.



Diaphorina Citri Adult

### Presence in Argentina

First detected in 2012 near the Brazilian border in Misiones, HLB has since spread to provinces like Formosa, Chaco, and Corrientes. Senasa has implemented a national surveillance system and categorized regions based on HLB presence to control its spread. All citrus plants are now produced under strict isolation conditions to prevent infection.



**Cause:** Spread by the Asian citrus psyllid insect.

**Effects:** Causes yellowing leaves, misshapen fruit, and tree death.



### Control Measures

**Monitoring:** Senasa conducts regular inspections and sampling.

**Psyllid Control:** Use of chemical and biological methods, and growing plants in protected nurseries.

**Infected Plant Removal:** Immediate removal of infected trees.

**Healthy Plant Production:** Strict isolation and supervision ensure disease-free citrus plants.



# SOURCES

# 10

**Estacion experimental (EEAOC) /**

<https://www.eeaoc.org.ar/>

**Acnoa /**

<https://acnoa.com.ar/>

**Federcitrus /**

<https://www.federcitrus.org/>

**Senasa /**

<https://www.argentina.gob.ar/senasa>

**Citrus growers association /**

<https://www.cga.co.za>

**Ailimpo /**

<https://www.ailimpo.com/>

**USDA /**

<https://www.usda.gov/>

More  
than  
lemons.



# THANKS!



MARÍA DEL SOL ROTMAN  
[sol.rotman@saveracruz.com.ar](mailto:sol.rotman@saveracruz.com.ar)



**S.A. VERACRUZ**  
More than lemons

