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By Mike Knowles

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## ***Fruitbox: The future's bright, the future's citrus***



Photo: Jacek Poblócki, Unsplash

Justin Chadwick talks to Chris White about big new opportunities for a range of citrus in markets around the globe

**T**he latest episode of Fruitbox, Fruitnet's twice-weekly interview podcast, features Justin Chadwick, co-founder of the new World Citrus Association and chief executive of South Africa's Citrus Growers' Association.

Exploring a number of different aspects of the international citrus business, Chadwick talks about some big new opportunities for oranges, lemons, grapefruit and soft citrus in markets around the globe.

With increasing public interest in healthy eating and convenience looking set to drive sales in the next few years, there is also growing demand for quality and category management as many of the world's consumer markets begin to mature, Chadwick explains.

There are plenty of challenges too, especially as markets in Europe mature and consumer demand changes.

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