

# J Sights Corporation

## Citrus Juice Market Report - Turkey Site Visit and Supplier Update

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J Sights Corporation

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We are pleased to share our first fruit juice report since May of last year. Although some time has passed, we are now able to provide an update.

Our company imports citrus-based juices—particularly frozen concentrated white grapefruit juice—from Israel and Turkey. Until recently, our contracts were handled through local export agents rather than directly with manufacturers. However, due to the Gaza conflict and related factors, our agent withdrew from the juice business. We were informed of this unexpectedly last autumn. As we are responsible for supplying our domestic customers, we began direct negotiations with manufacturers in both countries. These negotiations took time, resulting in a delay

in issuing this report. We are now pleased to report that we have successfully established direct contracts with both suppliers.

With these new partnerships in place, we conducted an on-site survey in Turkey. Key findings are summarized below:

### 1 . White Grapefruit Production in Turkey

Turkey produces approximately 150,000–250,000 tons of white grapefruit annually (fresh fruit basis; Ministry of Agriculture and Forestry, Turkey). A few manufacturers produce frozen concentrated juice, and we have secured a direct contract with the largest processor. This company exports 90% of its output and is recognized as a leading exporter in the food and beverage sector.



### 2 . Organic Farming and Traceability Efforts

About 25% of the company's production is organic, requiring strict pesticide control for contracted farmers.

The company operates six facilities, including one blending station. Each site's agricultural department enforces farm management, although challenges such as pesticide drift remain. The company is actively working on a traceability program. While the system is mostly in place, some farms are still adapting, and the goal is to achieve 100% traceability soon.

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## 3. Factory and Orchard Visits

We traveled by car from the Ankara headquarters to the Adana region, stopping for lunch at the company's Nigde factory guesthouse before arriving in Kozan District around 9 PM. The next day, we held quality-focused discussions with the Adana factory team (the only facility producing white grapefruit juice), followed by orchard visits in the afternoon.



## 4. Raw Material Supply Structure

The company sources 20% of its raw materials from its own orchards and 40% from contracted farmers. During our visit, we saw 30-year-old pink grapefruit trees. When asked whether yield declines after 25 years, the company explained that with proper care, productivity remains stable. All fruit is hand-picked

by local Turkish workers using scissors, without relying on migrant labor.

The Adana facility and orchards are located in eastern Turkey, near areas designated Level 4 (evacuation advisory) by Japan's Ministry of Foreign Affairs. Due to regional conditions, on-site visits are challenging, making this survey especially valuable.



Historically, Florida was the main source of white grapefruit juice, later replaced by Israel. Now, due to geopolitical risks, alternative sources are in demand. We also explored suppliers in South Africa and Mexico, but few met Japan's quality and volume standards. We are confident in the capabilities of our Turkish


partner and are committed to expanding supply from this source.

As production and exports are essentially custom-made, we encourage early inquiries if you are interested.

For further information or inquiries, please feel free to contact us.

 [Contact Us](#)

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Stay tuned for upcoming side notes featuring delicious Turkish dishes and local highlights — some perfect little extras from my trip!

