

J Sights Corporation

Israel's GAT Bids Farewell to Frozen Concentrated Juice Production

J Sights Corporation

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Since our founding in 2009, frozen concentrated juice has been a cornerstone of our business. While our main suppliers span Israel, Turkey, and Italy, our primary partner, GAT in Israel, caused quite a stir in the industry with the sudden announcement of its departure from frozen concentrate production. As many of you know, GAT exported citrus concentrates (chiefly grapefruit, lemon, and orange) to Japan. Suffice it to say, its abrupt exit was unexpected.

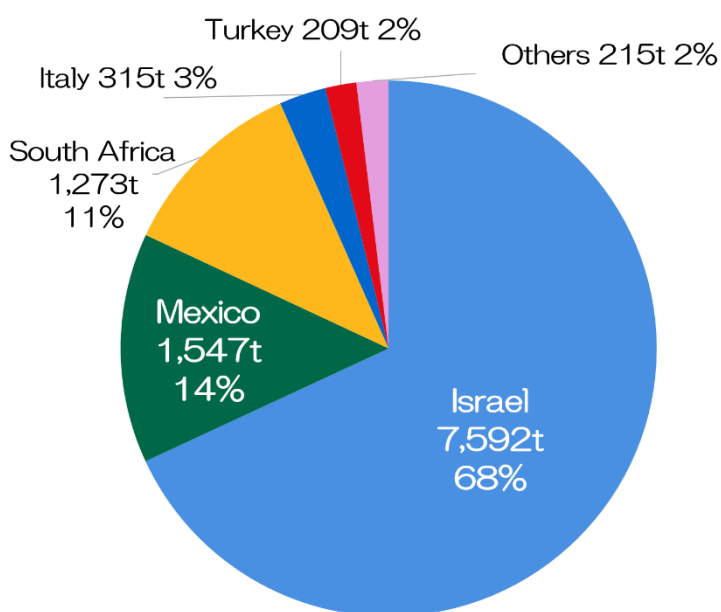
Speculation has naturally been rife, yet GAT's official explanation remains refreshingly—if rather bluntly—simple: "It is no longer profitable."

When probed about the Gaza conflict, they reassured us that local operations are largely unaffected. Temporary farm workers have returned, and factory staffing shortages are resolved. As their competitor Gan Shmuel-Ganil continues production unhindered, political factors are hardly the culprit. This decision appears entirely specific to GAT and its parent, the CBC Group.

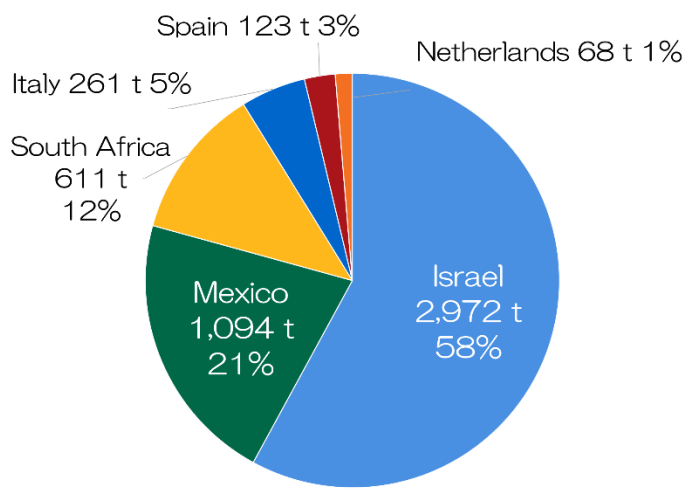
Grapefruit Juice: Market Impact & Statistics

As Israel is our primary source of grapefruit juice, GAT's exit will inevitably leave quite a splash in the market.

Total imports through August stand at ~5,000 tonnes—a sharp decline compared to last year.



2025 Import Statistics (Total: 11,151 tonnes)



2026 Import Statistics (Jan-Aug) (Total: 5,129 tonnes)

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Prescience, Market Shifts & The Road Ahead

Re-reading our past *Crop Reports*, I noted with some satisfaction that [our December 2014 edition](#) predicted our current reality with uncanny accuracy. At the time, Florida was the titan, but we foresaw Israel taking the crown. Today, Israel's position is suddenly in question.

A quick walk through any supermarket makes the shift clear. White grapefruit juice—once favored in Japan for its bitter-sweet balance—is steadily being replaced by pink grapefruit juice due to supply constraints. Times change indeed.

Foreseeing such changes, we have long focused on developing alternative suppliers. Our ability to offer grapefruit juice from Turkey and Italy today is the fruit of years of quiet perseverance. Following GAT's announcement, several clients have already approached us to secure new supply chains. We remain fully committed to delivering stability in volume, quality, and price, and stand ready to assist whenever needed.

END

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