



Consumer Assurance

Paul Hardman

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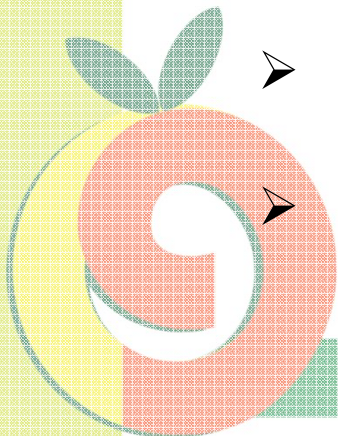
CGA CITRUS SUMMIT

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Current Strategy: Enhanced Engagement

At CGA Board in November 2012 it was agreed that:

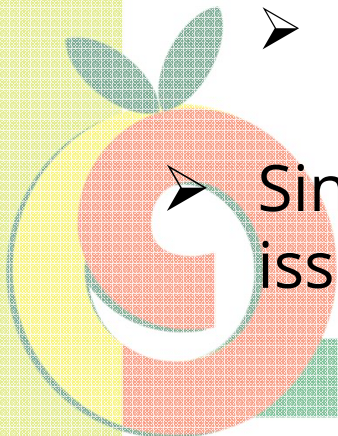
- It was strategically important for CGA to engage with the trade on Food Safety matters.
- Engagement should not interfere with commercial transactions between citrus buyers and sellers.
- Engagement must be triggered by any one of the following considerations:
 - Deviations from the legal framework governing plant protection product use.
 - The impact on the ability of a producer to follow Good Agricultural Practice and Integrated Pest Management.
 - Measures that interfere with SA citrus producers ability to comply with phytosanitary and sanitary requirements.
 - Where gains can be captured (efficiency and cost savings) when reacting to measures collectively rather than separately.



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Strategy Implementation

- Annual visits to EU
 - See EU Commission and Member States
 - Visit “willing” importers & retailers
- Work together Internationally
 - IFPS, SHAFTE, GLOBALGAP NTWG, Food Chain – PPP suppliers)
- Develop a local regional initiatives since 2014
 - Piloted in Hoedspruit and Senwes
 - Slow uptake by growers
 - Has been overtaken by other priorities (CBS etc.)
 - An opportunity with Environmental Standard presents itself
- Since 2013 much more emphasis on SEA market issues



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Thank you

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