

Overview of



& Market Access Technical

Vaughan Hattingh

CEO, Citrus Research International

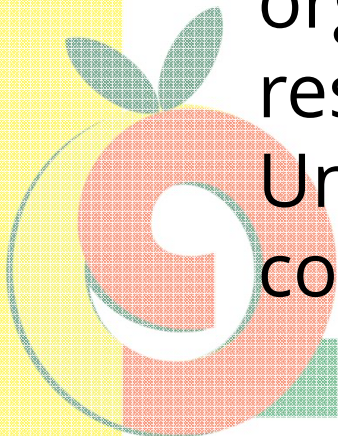


CGA CITRUS SUMMIT

Research

Company and Partners

- CRI is a (Pty) Ltd, wholly owned by Citrus Research Trust
- CRI Mission:
To maximise the long term global competitiveness of the southern African citrus growers through the development, support, co-ordination and provision of Research & Technical services, by combining strength of all CRI Group partners
- **CRI Group:** Alliance partner research organisations and all other CRI-funded research service providers (UP, SU, Rhodes University, NMMU, UOFS, ARC & Private companies)



Research

CRI Board of Directors

Represent major stakeholders – appointed by CRT

Dr DJ Nel (Chairman)

P Smit (Executive Committee)

D Joubert (Executive Committee)

M Woodburn

F Meyer

LA von Broembsen

Grower
representatives

C Kellerman - Consultants

SB Turner - Exporters

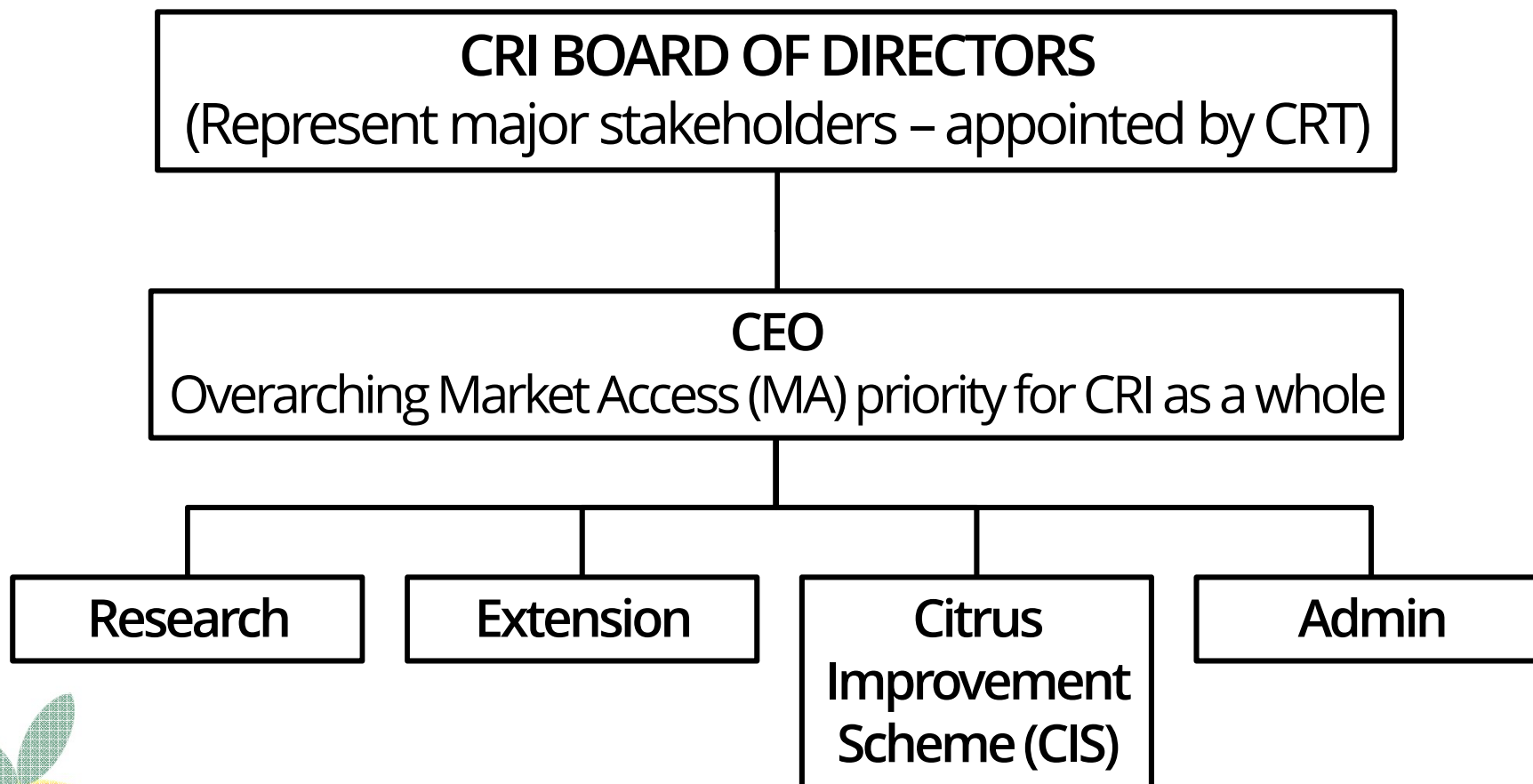
Dr V Phehane - ARC

Prof A Ströh - University of Pretoria

Prof K Theron - Stellenbosch University

Prof M Hill – Rhodes University (co-opted)

Company Structure



Biosecurity



Research

Market Access

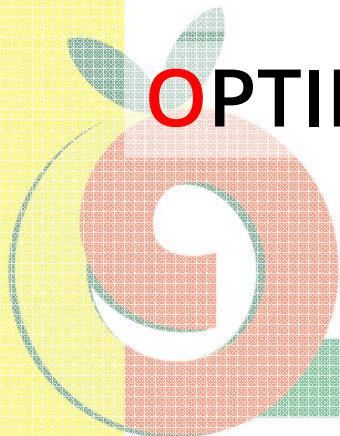


Pursuit of MA through coordination, and provision of research and technical support and intervention.

GAIN: Awareness; understanding of process & requirements

RETAIN: Complacency & lack of awareness = major risks

OPTIMISE: NB competitive opportunities



Research

Market Access Success Drivers

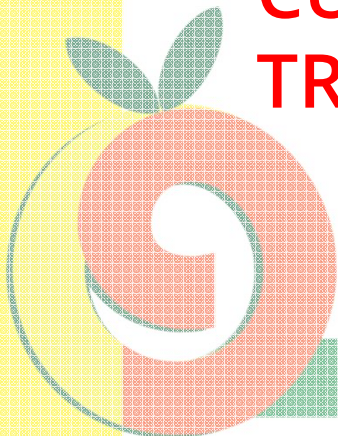
- Product quality, production efficiency, timing, volumes, infrastructure, supply chain efficiency, enterprises, market relationships, political relationships, Government capacity & Government attention
- Research & technical information, skills & capacity

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**CURRENCY OF PHYTOSANITARY
TRADE REGULATION**

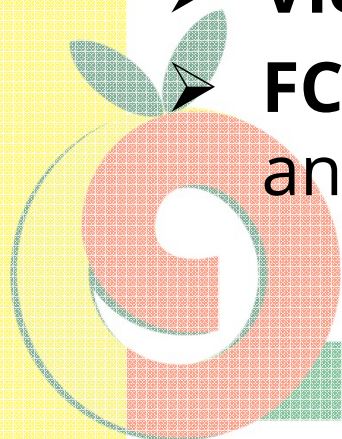


Research

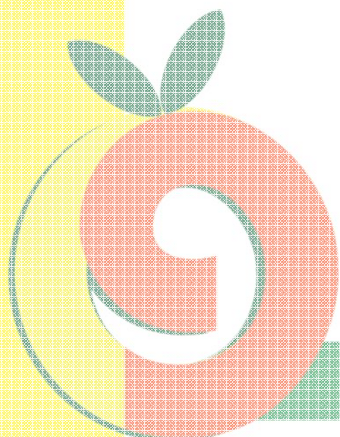
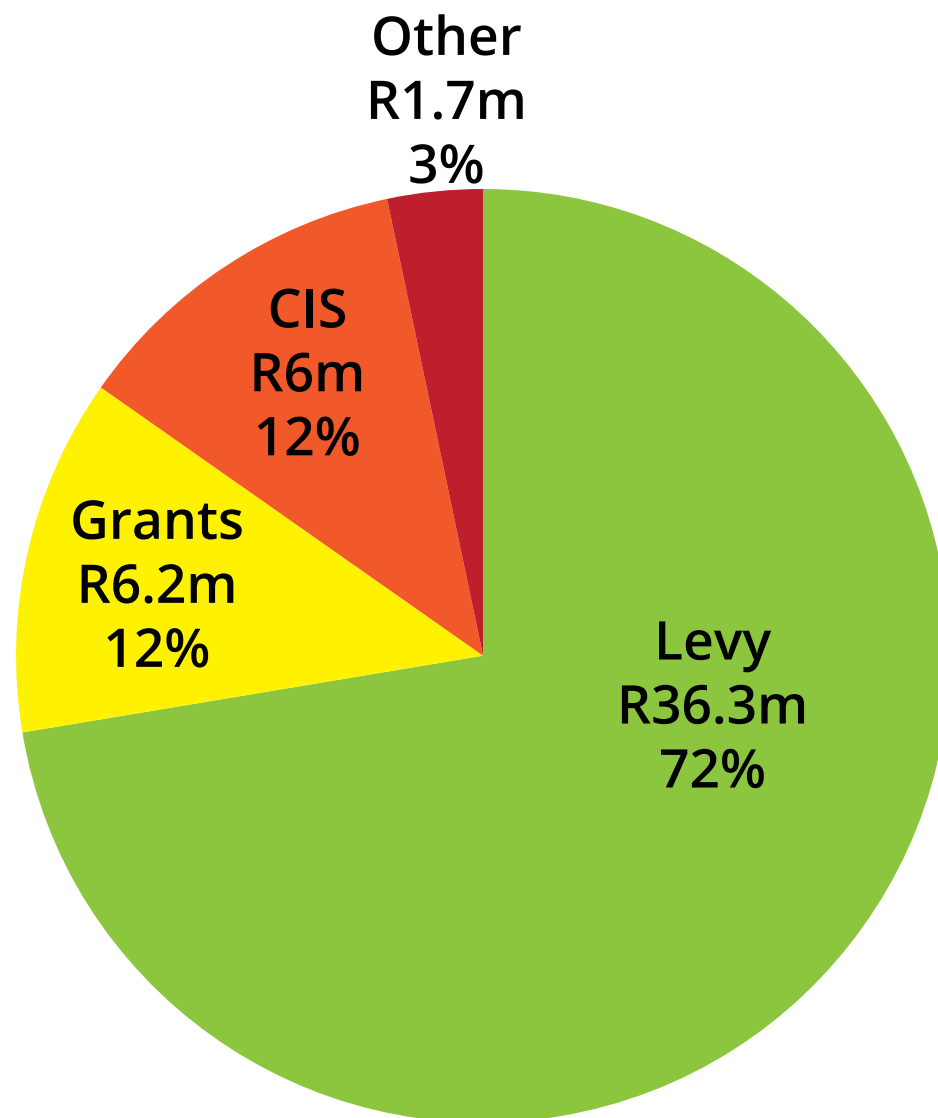


Current Market Access Issues

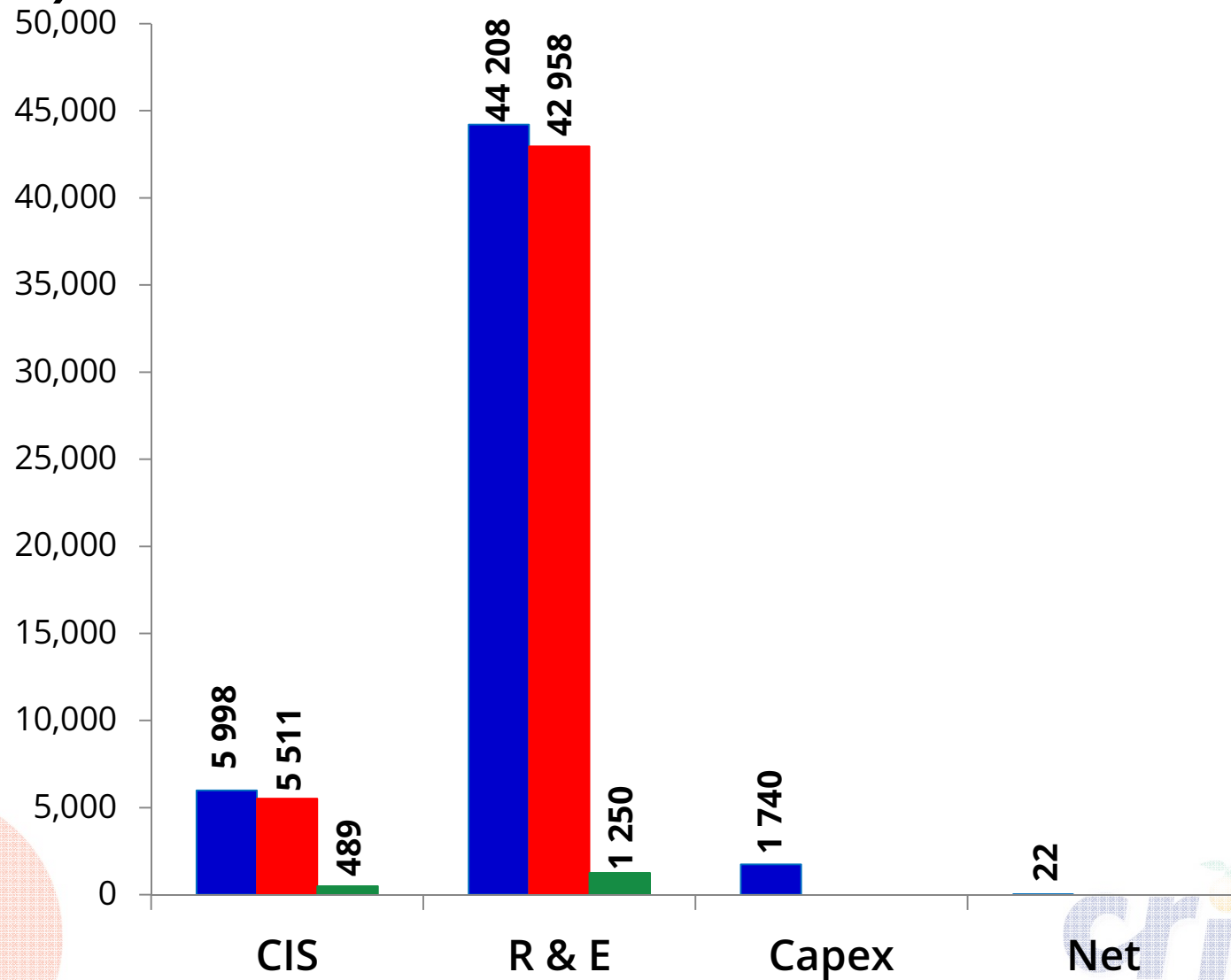
- **EU** – CBS & FCM
- **USA** – FCM cold treatment duration & CBS areas
- **China** – FCM cold treatment alternatives, break bulk shipments & lemons
- **Philippines** – PRA in process
- **Indonesia** – Pest control queries
- **Japan** – Improved cold treatment options & expanded soft citrus access
- **Vietnam** – PRA (oranges) in process
- **FCM** – extensive range of improved management and mitigation options under development



Finance: Income Sources

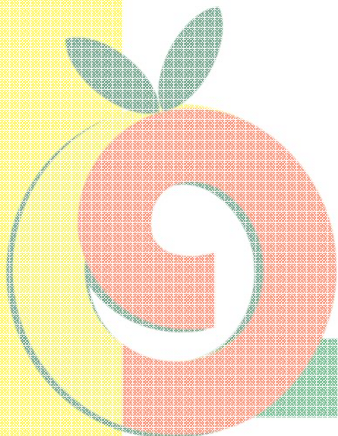
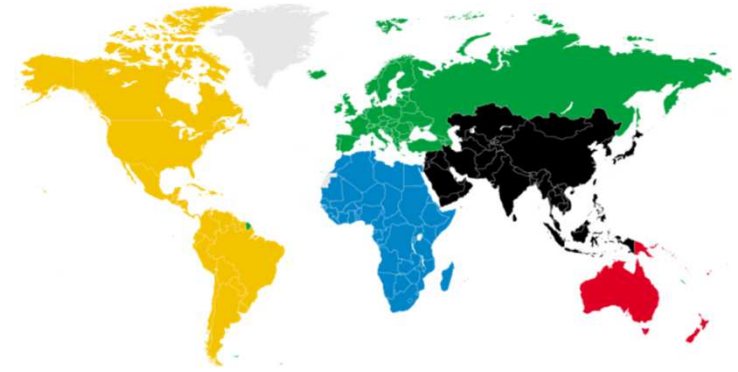


2015-16 Budget **Income** & **Expenditure** (R000)



Research Investment Benchmarks

- Global Benchmark: 2%
- RSA current: 0.8%
- RSA target: 1.5%
- Citrus Levy to Research: 0.4%



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Thank you

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