

GRAPEFRUIT FOCUS GROUP

DRAFT MINUTES OF TELECONFERENCE OF THE GRAPEFRUIT FOCUS GROUP HELD AT 12:00 ON WEDNESDAY 16 JULY 2014

PRESENT: Piet Smit (Chairman – Letsitele)
Antoine Rouillard (Pongola)
Lisa for Jannie Spangenberg (Oranje Rivier)
Michael Wafer (Nkwalini)
Danie Erasmus (Limpopo River)
Paul Bristow (Zimbabwe)
Hannes de Waal (Sundays River)
John Edmonds (CGA - secretariat)

APOLOGIES:

Kobus van Staden (Vice Chairman - Hoedspruit)
Graham Barry (observer – CGA)
Stuart Geldenhuys (Swaziland)
Dawie Scholtz (observer)
Marinus Neethling (Onderberg)

1. Welcome

Chairman, Piet Smit welcomed all to the meeting.

2. Apologies

See above.

3. Approval of Minutes of Meeting held on 2 July 2014.

The minutes were approved; proposed by Antoine Rouillard.

4. Matters Arising from Minutes

There were no matters arising.

5. Japan Coordination:

Piet Smit said that there are two vessels still loading and another planned. He said that he is concerned about a thirteenth vessel. With stock at 1 million cartons, a sales rate of 160 000 cartons and the price dropping to 200 yen, there is pressure on the Japan market.

6. Projections for 2014 (see annex A)

The latest projection was revised up very slightly from the last meeting and now stands at 13.16 million cartons (about 14.9 million 15 kg equivalent cartons) compared to the original estimate of 14.6 million cartons.

Letsitele: The projections for Pigmented grapefruit and White grapefruit were upped to 3.71 million cartons and 420 000 cartons respectively in line with the most recent PPECB data.

Onderberg: The projection for Marsh was increased to 525 000 cartons in line with inspection data. Similar small adjustments were made to Hoedspruit, Letsitele and Pongola.

Nkwalini: Mike Wafer reported that they expected 300 000 cartons from this area.

Orange Rivier: Liza Spangenberg said that they had restarted some packing and revised their projection to 580 000 cartons.

7. Markets

Hannes de Waal reported that the situation in Russia is bad; South Korea is okay. Piet Smit felt that we started too quickly in Russia. He said that there is a huge spread in prices. Antoine Rouillard said that a positive sign is that there is some demand in China and Korea. Piet Smit agreed pointing out that these markets have taken more than last year. He said that the market in Europe is poor. Hannes de Waal said that Star Ruby juice prices are under pressure and that growers in Sunday's River Valley are pulling out trees.

8. General

Piet Smit informed the meeting that he had met with a member of NAMC and discussed promotions. He noted that NAMC are not in favour of generic promotions but would consider promotions of specific brands out of South Africa. Thus he suggested that the members consider a consolidation under one brand and thus improve the possibility of government support. Hannes de Waal concurred saying that South Africa is competing with big international brands overseas. He suggested that the idea be spread to the other variety focus groups.

9. Meeting dates for 2014

The meeting agreed that this should be the last teleconference for this year unless a further meeting is necessitated.



Annex 1. Grapefruit Estimate for 2014 (Actual Cartons)

Red grapefruit			Proj_7
CGA Region	2013	Estimate 2014	16-Jul
Onderberg	2 756 626	2 450 000	1 900 000
Letsitele	3 762 300	3 732 129	3 710 000
Hoedspruit	3 838 130	3 300 000	2 800 000
Nkwalini	535 600	500 000	500 000
Limpopo River	1 117 308	1 169 537	1 100 000
Pongola	236 746	165 000	140 000
S.R. Valley	345 462	400 000	400 000
Oranje Rivier	572 725	500 000	580 000
Other	320 973	200 000	200 000
Grand Total(S.A.)	13 485 870	12 416 666	11 330 000
Swaziland	620 000	579 000	425 000
Mozambique			
Zimbabwe	156 000	145 000	141 000
Grand Total(inc Zim/Swazi)	14 261 870	13 140 666	11 896 000
White grapefruit			Proj_7
CGA Region	2013	Estimate 2014	16-Jul
Onderberg	687 275	550 000	525 000
Nkwalini	431 335	325 000	300 000
Hoedspruit	292 875	426 000	400 000
Letsitele	82 307	81 569	108 000
Pongola	32 125	35 000	33 000
Limpopo River	80 725	141 804	40 000
S.R. Valley	5 848	-	-
Other		10 000	10 000
Grand Total(S.A.)	1 612 490	1 569 373	1 416 000
Swaziland	95 000	74 000	55 000
Grand Total(inc Zim/Moz)	1 707 490	1 643 373	1 471 000
Total grapefruit	Packed		Proj_7
CGA Region	2013	Estimate 2014	16-Jul
Onderberg	3 443 901	3 000 000	2 425 000
Letsitele	3 844 607	3 813 698	3 818 000
Hoedspruit	4 131 005	3 726 000	3 200 000
Nkwalini	966 935	825 000	800 000
Limpopo River	1 198 033	1 311 341	1 140 000
Pongola	268 871	200 000	173 000
S.R. Valley	351 310	400 000	400 000
Oranje Rivier	572 725	500 000	580 000
Other	320 973		
Grand Total(S.A.)	15 098 360	13 776 039	12 536 000
Swaziland*	715 000	653 000	480 000
Zimbabwe	156 000	145 000	141 000
Grand Total(inc Zim/Moz)	15 969 360	14 574 039	13 157 000
Grand Total(in 15 kg equiv)	18 098 608	16 517 244	14 911 267