

GRAPEFRUIT FOCUS GROUP

DRAFT MINUTES OF MEETING OF THE GRAPEFRUIT FOCUS GROUP HELD AT 14:00 ON MONDAY 17TH MARCH 2014 AT BIRCHWOOD HOTEL AND CONFERENCE CENTRE, ORT, JHB.

PRESENT: Piet Smit (Chairman – Letsitele)
Kobus van Staden (Hoedspruit)
Mzo Makhanya (CDC/ Nkwalini)
Cornel vd Merwe for Marinus Neethling (Onderberg)
Peter Nicholson (observer – Limpopo)
John Edmonds (CGA - secretariat)

APOLOGIES:

Jannie Spangenberg (Oranje Rivier)
Stuart Geldenhuys (Swaziland unable to connect)
Danie Erasmus (Limpopo River)
Paul Bristow (Zimbabwe)
Hannes de Waal (Sundays River)
Michael Wafer (Nkwalini)
Antoine Rouillard (Pongola)

1. Welcome

Chairman, Piet Smit welcomed all to the meeting.

2. Apologies

See above.

3. Verification of regional focus group representatives for 2014 and election of chairman and vice chairman.

Regional representation saw one change with Marinus Neethling replacing Charlie van Veyeren as representative for Onderberg. Piet Smit and were reelected as chairman and Kobus van Staden as vice-chairman.

4. Approval of Minutes of Meeting held on 21 August 2013.

The minutes were approved; proposed by Piet Smit and seconded by Kobus van Staden.

5. Matters Arising from Minutes

5.1. John Edmonds to graph the trends per region for estimate purposes.

This was done and circulated to the Grapefruit Focus Group representatives.

5.2. Percentage response from Survey.

The meeting agreed that John Edmonds draft a letter to NAMC proposing that the surplus funds collected from Grapefruit Focus Group promotions levy be utilized to fund the Japan coordination. He will send the draft to Piet Smit for editing and verification.

6. Decision on continuation of Japan coordination

Cornel van der Merwe and Kobus van Staden agreed that it was important to continue with the coordination effort. Piet Smit noted that he would be visiting Mathilda (NAMC) in about two weeks.

John Edmonds will attempt to identify growers who exported to Japan in the last two years in order that the Grapefruit Focus Group representatives lobby them to agree to pay 5 cents per carton levy.

7. Estimates for 2014 (see annex A)

Kobus van Staden urged the variety focus group members for more effort with regard to the estimates. He noted that if juice prices were high, the export volume could be adjusted downward.

On red grapefruit the following observations were recorded:

Letsitele: May start a bit later; week 18. Fruit is 1 size bigger and pack-outs better.

Hoedspruit expect bigger fruit, starting week 16, higher pack-outs and good internals.

Onderberg expect the same quality as last year; some orchards have been taken out. The effects of hail are unknown at this stage. Sizes are expected to be the same.

Limpopo River indicate that sizes will be up with clean more marketable fruit; starting in week 13.

Nkwalini: Crop will be similar to last year but cleaner.

On white grapefruit the following observations were recorded:

Onderberg: orchards removed, size good, some hail damage.

Nkwalini: some orchards have been removed.

Hoedspruit: much bigger than last year.

Limpopo River will have a big crop, if packed

8. Meeting dates for 2014

The meeting agreed that teleconferences will be held on the second Wednesday of the month at 12:00 starting in May)

Initial meetings would be every two weeks starting on 16 April and later extended to monthly meetings.

Annex 1. Grapefruit Estimate for 2014 (Actual Cartons)

Red Grapefruit

CGA Region	2012	2013	2014est
Letsitele	2 487 005	4 055 935	3 732 129
Hoedspruit	2 006 918	3 443 562	3 300 000
Onderberg	2 057 338	2 756 652	2 450 000
Limpopo River	725 252	1 117 308	1 169 537
Oranje Rivier	474 247	572 725	500 000
Nkwalini	490 120	535 600	500 000
S.R. Valley	433 418	355 307	400 000
Pongola	179 050	236 746	165 000
Other	338 259	412 035	200 000
R.S.A.	9 191 607	13 485 870	12 416 666
Swaziland*	461 914	620 000	579 000
Zimbabwe	75 000	156 000	145 000
Grand Total	9 728 521	14 261 870	13 140 666

-7.9%

White Grapefruit:	2012	2013	2014*
Onderberg	627 882	687 275	550 000
Nkwalini	322 990	431 335	325 000
Hoedspruit	355 333	288 410	426 000
Letsitele	106 895	85 862	81 569
Limpopo River	70 760	80 725	141 804
Pongola	47 400	32 125	35 000
Other	9 205	6 758	10 000
South Africa	1 540 465	1 612 490	1 569 373
Zimbabwe			
Swaziland	123 740	95 000	74 000
Southern Africa	1 664 205	1 707 490	1 643 373

CGA Region	2012	2013	2014est
Letsitele	2 593 900	4 141 797	3 813 698
Hoedspruit	2 362 251	3 731 972	3 726 000
Onderberg	2 685 220	3 443 927	3 000 000
Limpopo River	796 012	1 198 033	1 311 341
Nkwalini	813 110	966 935	825 000
Oranje Rivier	474 247	572 725	500 000
S.R. Valley	433 418	361 155	400 000
Pongola	226 450	268 871	200 000
Other	347 464	412 945	210 000
R.S.A.	10 732 072	15 098 360	13 986 039
Swaziland*	585 654	715 000	653 000
Zimbabwe	75 000	156 000	145 000
Grand Total	11 392 726	15 969 360	14 784 039

-7.4%