

GRAPEFRUIT FOCUS GROUP

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

PRESENT: Piet Smit (Chairman – Letsitele)
Kobus van Staden (Vice Chairman - Hoedspruit)
Stuart Geldenhuys (Swaziland)
Danie Erasmus (Limpopo River)
Paul Bristow (Zimbabwe)
Marinus Neethling (Onderberg)
John Edmonds (CGA - secretariat)

APOLOGIES:

Jannie Spangenberg (Oranje Rivier)
Hannes de Waal (Sundays River)
Mzo Makhanya (CDC/ Nkwalini)
Michael Wafer (Nkwalini)
Antoine Rouillard (Pongola)

1. Welcome

Chairman, Piet Smit welcomed all to the meeting.

2. Apologies

See above.

3. Approval of Minutes of Meeting held on 17 March 2014.

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

4. Matters Arising from Minutes

4.1. NAMC feedback on surplus funds collected from Grapefruit Focus Group promotions levy.

Piet Smit explained that the Grapefruit Focus Group had been given the go ahead to continue to utilize the remaining funds for promoting and facilitating exports to the markets.

4.2. Decision on continuation of Japan coordination

The Grapefruit Focus Group had agreed to continue this initiative at the first meeting of the year. John Edmonds informed the meeting that he had spoken to Dawie Scholtz who had indicated he was willing to do the job again. He had requested the Grapefruit Focus Group give him guidance as to the requirements of the coordination task before he compiled a quote. Feedback on this request was as follows:

- Dawie Scholtz convene meetings with the shipping groups and exporters to discuss the situation every two weeks as in previous years.

- Dawie Scholtz to engage with necessary stakeholders to get more accurate container related information as increasingly containers were being utilized for export to Japan.
- Dawie Scholtz to submit a report with the shipping information such as volumes, estimated arrival dates, split between red and white grapefruit. The report should be distributed to John Edmonds, Justin Chadwick and Piet Smit for vetting before distribution.
- The meeting agreed that the count distribution was not required in the report for distribution.
- Data from Japan such as stock levels, intakes and consumption should be included in the report, but opinion from Japan was not required.
- The meeting group felt that the fee in previous years was too high and asked that the quote be itemized for distribution to the Grapefruit Focus Group for a decision before 30 April.

5. Projections for 2014 (see annex A)

No changes were made to the initial estimate set in March and the following observations were recorded:

Letsitele: will only be starting this week.

Hoedspruit have started selective picking and have bigger fruit.

Onderberg have just started, picking inside fruit.

Limpopo River has started selective picking and has bigger fruit.

Swaziland have started and also have bigger fruit this year.

Zimbabwe has been picking since week 14 and will end next week. Some rain has slowed packing.

6. General

6.1. Zimbabwe and Swaziland weekly reports.

John Edmonds requested that Zimbabwe and Swaziland supply him with total packed volumes for grapefruit and valencias during the season on a Thursday as this data was not included in the PPECB report. Paul Bristow and Stuart Geldenhuys kindly agreed to help.

6.2. Report on counts

John Edmonds was requested to include counts in the regional grapefruit reports.

6.3. Cooperation with Florida on Promotions

Piet Smit noted that Florida were no longer doing promotions as in the past and asked the Grapefruit Focus Group's opinion as to whether it was worthwhile pursuing a joint campaign with Florida. He said that opinion in the Grapefruit Focus Group was that generic promotions were not favoured and suggested that perhaps some sort of promotion via the receivers could be considered. He asked John Edmonds to get an opinion from Anton Kruger from the FPEF.

Kobus van Staden expressed his skepticism of working with a receiver covering both Floridian and South African grapefruit as the terms of payment were so different.

7. Meeting dates for 2014

The meeting agreed that the next teleconference will be held on at 12:00 on 30 April.

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%