

LEMON FOCUS GROUP

DRAFT MINUTES OF THE LEMON FOCUS GROUP TELECONFERENCE HELD AT 15:00 ON WEDNESDAY 4 JUNE 2014

Present:

Hannes De Waal	(Chairman - Sunday's River)
Guy Turner	(Nelspruit)
Gert Bezuidenhout	(Hoedspruit)
Richard Allen	(Boland)
Rikus Groenewald	(Western Cape)
Peter Button	(Southern KZN)
Peter Pullinger	(Senwes)
Graham Barry	(CGA—observer)
John Edmonds	(CGA-secretariat)

Apologies:

Philip Dempsey	(Patensie)
Jacques Nel	(Letsitele)
Danie Matthewson	(Vaalharts)
Ernest de Villiers	(East Cape Midlands)
Petros Shiba	(CDC)
Peter Nicholson	(Limpopo River)
Andre Barnard	(Pongola)

1. Welcome

The Lemon Focus Group chairman Hannes de Waal welcomed all to the meeting.

2. Apologies

(As noted above)

3. Approval of Minutes of Meeting held on 9 May 2013.

The minutes were approved by Rikus Groenewald, seconded by Peter Button.

4. Matters Arising from Minutes

Hannes de Waal noted that the chairs of the variety focus groups should meet with CGA towards end of season to discuss the structure of the first meeting next year.

5. Estimates for 2014 (see table below)

With some areas like Limpopo, Letsitele and Hoedspruit having finished their seasons, the projection was adjusted to reflect the final volume. Hoedspruit had a very good season with 620 000 cartons packed (estimated 470 000). Similarly Letsitele was up to 185 000 cartons (estimated 125 000). Limpopo finished slightly down on 163 000 cartons (estimate 200 000) due to some early volumes going to local markets.

Thus the projection was adjusted up slightly from 12.1 to 12.3 million cartons.

6. Markets

Gert Bezuidenhout summed up their season saying it had been exceptionally good but he had not sent to Europe. Hannes de Waal reported that markets, are still very strong everywhere with the exception of Russia. With Argentinean lemons fetching good industrial prices and with Senwes and Sunday's River Valley turning their attention to Navels, markets will not be oversupplied with lemons. Similarly with the CBS issue looming large, CBS free areas will have less competition on EU countries although Spain still had a big Verna crop.

Recent history had seen good prices in the markets; and current circumstances indicated that this will continue to be a strong season for lemons.

7. General

There were no further items.

8. Meeting dates for 2014

The next meeting will be Wednesday 2 June at 3pm.

Annex1. Lemon Focus Group 2014 Estimate and Projection

CGA Region	2014 Estimate				Packed			2014 Week 21	Projection2: 4 June
CGA Region	Early (<wk19)	Mid (19to34)	Late (>wk34)	2014*	Early (endWK18)	Mid (19to34)	Late (Post34)	Total 2013	New Proj. Total
S.R. Valley	1 074 205	4 489 165	436 630	6 000 000	579 713	1 138 714		1 718 427	6 000 000
Senwes	878 366	1 359 504	26 824	2 264 694	676 269	552 165		1 228 434	2 264 694
Boland	11 986	714 587	23 426	749 999	22 149	134 565		156 714	749 999
W. Cape	88 745	481 903	9 352	580 000	105 591	99 461		205 052	580 000
Midlands	-	362 682	17 318	380 000	770	38 699		39 469	380 000
Hoedspruit	432 308	30 800	6 892	470 000	546 606	73 613		620 219	620 300
Patensie	53 351	304 862	21 787	380 000	24 090	125 975		150 065	380 000
Nelspruit	200 000	150 000	150 000	500 000	190 483	76 409		266 892	475 000
Limpopo River	179 745	20 186	68	199 999	157 434	4 680		162 114	163 000
S-KZN	26 020	125 717	8 263	160 000	14 000	46 440		60 440	160 000
Letsitele	91 393	32 735	872	125 000	172 931	12 098		185 029	185 100
Nkwalini	41 044	63 956	-	105 000	64 170	62 230		126 400	126 500
Pongola	55 000	50 000	-	105 000	59 040	29 300		88 340	105 000
Oranje rivier	14 671	55 329	-	70 000	24 160	30 940		55 100	70 000
VaalHarts	9 086	10 914	-	20 000					20 000
Other	8 786	12 617	3 597	25 000	53 896	8 073		61 969	62 000
Grand Total	3 164 706	8 264 957	705 029	12 134 692	2 691 302	2 433 362		5 124 664	12 341 593