

NAVEL FOCUS GROUP

MINUTES OF THE NAVEL FOCUS GROUP TELECONFERENCE HELD AT 14:00 ON 16 JULY 2014

1. Welcome

The chairman, Gabriele Van Eeden welcomed all noting that this was a combined teleconference of the Navel and Valencia Focus Groups he invited Valencia Focus Group members to contribute at any time during the first session dealing with navels.

2. Present

Gabrie van Eeden	(Chairman)	Western Cape
Graham Piner		Nelspruit
Danie Matthewson		Vaalharts
Barry Mildenhall		Eastern Cape Midlands
Hendrik Schoeman		Senwes
Eric Nohamba		Citrus Development Chamber
Graham Barry		(observer – on behalf of CGA)
John Edmonds		secretariat – CGA

Observers from Valencia Focus Group:

Deon Joubert	Sunday's River Valley
Andre Barnard	Pongola
Peter Nicholson	Limpopo River
Andrew Muller	Nelspruit
Fanie Meyer	Hoedspruit
Paul Bristow	Zimbabwe
George Brown	Swaziland
Bester Snyman	Nkwalini

3. Apologies

Phillip Dempsey		Patensie
Hannes de Waal	(Vice Chairman)	Sunday's River Valley
Nikolaas Gubitz		Letsitele

4. Approval of Minutes of Meeting held on 19 June 2014.

The minutes were approved by Graham Piner, second Hendrik Schoeman.

5. Matters Arising from Minutes

There were no matters arising.

6. Projections for 2014

Please refer to the appendix1 below for the latest projections.

With just over 60% of the crop packed, the latest projection 2% down; 25.4 million cartons as compared with the original estimate of 25.8 million cartons.

Sunday's River Valley: Hannes de Waal mailed in a report indicating that their navels are on estimate – packouts not as good as last year, quality good otherwise, 64 peak.

Senwes: Hendrik Schoeman that the wind scarring was even more than initially estimated and decreased their estimate further to 5.9 million cartons.

Western Cape: Gabriele Van Eeden reported no change on the last projection.

Patensie: Philip Dempsey mailed through that they had another two weeks of mid season navels and would then be packing Cambria. Sizes are peaking 64, 72, 56. He increased his estimate by 5%.

Eastern Cape Midlands: Barry Mildenhall kept their projection the same.

7. Markets

John Edmonds read a mail from Hannes de Waal indicating that all markets are okay, but Russia has virtually disappeared as a navel market now, a trend of the last 4 years and EU is not really picking up. It seems that domestic deciduous not doing all that well there either.

Gabrie Van Eeden observed that Europe was not being oversupplied but rather that the economy was poor. Hendrik Schoeman added that the Spanish had left fruit on the trees as long as they could in the hope that the market would improve, but it did not. His observations were that Russia is tough, Canada problematic and their fruit was not making spec for the Far East. Prices in the Middle East are holding well at similar levels to last year and the market seems to be pulling better than last year.

Gabrie Van Eeden said that the USA market was not yet as good as expected with California not out early as expected. Stores do not change their supplier until California is out of the market. Thus although the program is a little behind, he expects the next two weeks to be strong. He also noted that Chile has changed its emphasis with distribution changing to an even split between West and East coasts to a 70/30 ratio favouring the West coast. He added that FCM rejections are the lowest in years. He again urged growers that to keep our clients we need to send good quality fruit.

Peter Nicholson noted that the Navel volumes were behind that of last year and queried why the projection did not reflect this. Consensus from the participants was that Eastern Cape had started late with navel packing, Senwes are about two weeks later and both Eastern Cape and Western Cape are producing more late navels so the season will have a longer tail.

8. General

John Edmonds reported that the Grapefruit Focus Group had discussed the merits of having a brand for all South African fruit to compete with large international brands and to access government funding. The meeting agreed that this should be raised at the next CMF meeting.

9. Meeting dates for 2014

The next teleconference will be another joint meeting at 14:00 on 16 July.

Appendix1:

Projection of Navels volume to be packed for Export in 2014 (15kg equivalent cartons.)

CGA Region	2013	2014est.			Total2014Est	Projection 3: 16 July			Total 2013
		Navel	Late Navel (? wk 28)	Cara cara		Navel	Late Navel (>=wk 28)	Cara cara	
S.R. Valley	6 337 788	3 902 119	2 391 278	385 992	6 679 389	3 232 944	3 060 453	385 992	6 679 389
Serwes	7 121 440	5 178 287	1 141 999	89 005	6 409 291	4 728 021	1 092 000	89 005	5 909 026
W. Cape	6 108 468	3 936 006	2 664 273	129 721	6 730 000	3 630 263	2 970 016	129 721	6 730 000
Patensie	2 584 003	1 779 725	1 022 362	47 913	2 850 000	1 315 487	1 626 705	50 308	2 992 500
Nelspruit	1 537 028	1 029 461	242 482	108 056	1 380 000	1 209 625	84 568	108 056	1 402 249
E. Cape Midlands	781 641	425 142	340 494	14 365	780 000	258 384	427 251	14 365	700 000
S-KZN	233 673	176 708	71 237	2 054	250 000	97 930	150 016	2 054	250 000
Boland	331 646	232 564	103 575	3 861	340 000	219 503	116 636	3 861	340 000
VaalHarts	172 339	112 079	34 511	3 410	150 000	115 907	30 683	3 410	150 000
Limpopo River	119 825	-	-	-				-	-
Letsitele	19 665	-	-	-				-	-
other	71 372	169 745	74 727	529	245 000	154 948	89 523	529	245 000
Grand Total	25 418 888	16 941 836	8 086 939	784 905	25 813 680	14 963 012	9 647 851	787 301	25 398 164

