

SOFT CITRUS FOCUS GROUP

DRAFT

MINUTES OF MEETING OF THE SOFT CITRUS FOCUS GROUP HELD AT 14:00 ON THURSDAY 29 MAY 2014

Present:

Martina Odendaal	(Patensie)
Stefan Bruwer	(Boland)
Andrew Cooper	(Letsitele)
Gerrit vd Merwe (jr)	(Western Cape)
Lawrence Mgdale	(Citrus Development Chamber).
Jock Danckwerts	(Eastern Cape Midlands)
Graham Barry	(observer – CGA)
John Edmonds	(CGA – secretariat)

Apologies:

AJ Esser	(Nelspruit)
Ista Upton	(Senwes)
Charl Tibshreany	(Sunday's River Valley)

1. Welcome

Martina Odendaal welcomed all to the meeting.

2. Apologies

As noted above.

3. Approval of Minutes of Meeting held on 24 April 2013.

The minutes were approved; proposed by Andrew Cooper and seconded by Jock Danckwerts..

4. Matters Arising from Minutes

4.1. UNECE document:

Graham Barry informed the meeting that overall the UNECE meeting did not accept the South African proposal and did not want to recognise Satsumas and clementines as mandarins. South Africa being elected as rapporteur for the standard presented an opportunity firstly to engage with DAFF and PPECB on refining the wording for all citrus types and secondly to relook into the seeding content in terms of what makes sense for the markets as well as internal trade specs. He added that there should be no changes in the current season. John Edmonds and Graham Barry will draw up a proposal for changes to the standard and submit it to the Soft Citrus Focus Group for approval. Martina Odendaal thanked DAFF and PPECB in their absence for their inputs and efforts in this matter.

Responding to a question put by Jock Danckwerts, Graham Barry noted that countries set the standard for the fruit being imported but that the UNECE gave guidelines i.e. the UNECE did not dictate a country's standard. The meeting agreed that this topic be removed from the agenda for now.

5. CBS: Martina Odendaal noted that she had sent Justin Chadwick mail regarding soft citrus's unique position and he had replied and given feedback. Jock Danckwerts gave comprehensive feedback on the UN's latest decision with regard to the CBS measures. The details had been circulated via a press release and CGA communication. He noted that we will have to comply with the new regulations until such time as they are changed or the WTO process has run its course. We shall now proceed with the IPPC and WTO processes as the new measures are unsustainable in the long run. He felt that overall it was a good result for South African growers as the season could proceed and 5 interceptions did not mean automatic closure although "other measures" would be put in place. In reply to a question from Gerrit van der Merwe, he said that valencias will still be exported to EU, through a more stringent and expensive process. Delays due to having to implement the new processes could be a "blessing in disguise" as the market for oranges is currently very poor.
- Andrew Cooper warned that CBS can still appear after a full spray program and growers should not get complacent. Martina Odendaal urged all variety focus group representatives to take the message to their constituents.

6. Estimates for 2014 (see Annex1)

Clementines: Stefan Bruwer increased Boland's projection by 15% due to good pack-outs.

Western Cape ALSO REPORT good pack-outs and are about a week behind due to a late bloom. They have a very strong third bloom which may affect volumes.

Patensie will finish about week 24. Fruit is clean.

E.C. Midlands are on target with clean fruit.

Mandarins: No change to the estimate although Patensie report smaller fruit (count 3) and some hail damage.

7. Markets

Stefan Bruwer informed the meeting that he was in UK and EU two weeks ago. He said that there were still late mandarins in Marks and Spencer. Portugal and Spain still had 2 to 3 weeks supply which will affect sales of our Satsumas. Where previously there was a gap; Nadorcotts from the northern hemisphere will increasingly affect our Satsumas. Jock Danckwerts endorsed this opinion and added that in Russia, for the first time the South American arrivals were better quality than the South African fruit. He added that Russian receivers communicated that they had received enough Clementines for the season and these would be under pressure. This would have a knock on effect on Nadorcotts.

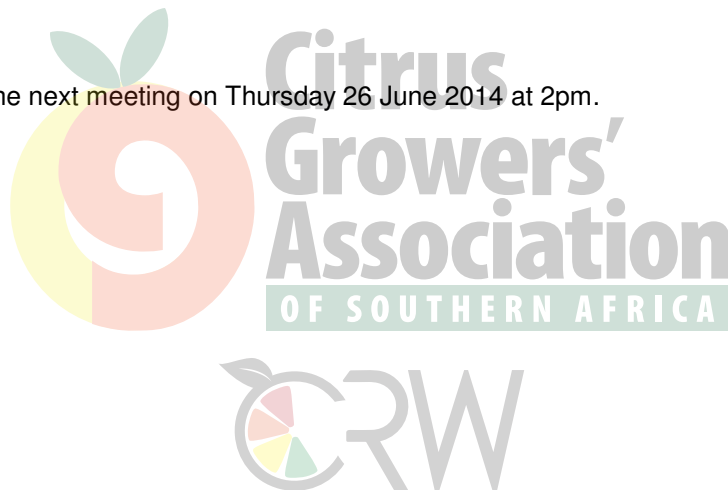
Martina Odendaal reported that some problems had been reported from China in that fruit with poor colour, sugar and taste had been received. Chinese mandarins were also still available in that market. Jock Danckwerts warned growers that the Chinese would pay good prices for high quality fruit, but that Novas must be deep orange in colour. After some discussion about the idea of work-shopping the dangers of exporting poor quality Novas, there was agreement that market forces and negative returns would remedy the problem. Martina Odendaal noted that exporting poor quality fruit early in the season negatively affects the sale of fruit that follows.

Gerrit van der Merwe noted that count 5s were out of favour in the market.

Stefan Bruwer said that more clementines had been sent to USA but they did not favour count 4 and 5s.

8. Date of next meeting

It was decided to hold the next meeting on Thursday 26 June 2014 at 2pm.



Annex 1: 2014 Soft Citrus Projection 2.

Satsumas	2 012	2 013	Est 2014	Packed 2014 at wk20	29 May Projection3
Boland	524 579	532 311	540 000	610 559	610 559
Patensie	288 296	304 264	360 000	333 767	333 767
W. Cape	230 413	239 536	263 490	229 389	229 389
E. Cape Midlands	267 078	223 977	250 000	241 251	241 251
Nelspruit	152 531	180 545	172 789	173 444	173 444
S.R. Valley	167 676	136 900	125 000	134 616	134 616
Senwes	11 794	13 533	15 000	22 778	22 778
Letsitele				4 663	4 663
Other	7 706	4 679	5 000	93	93
Grand Total	1 650 073	1 635 745	1 731 279	1 750 560	1 750 560

Clementines	2012	2 013	Est 2014	Packed to date 2014	29 May Projection3
Boland	1 162 812	1 040 500	1 100 000	696 903	1 265 000
W. Cape	856 090	800 128	920 147	450 885	920 147
S.R. Valley	187 906	247 381	220 000	134 746	220 000
Patensie	126 626	114 913	135 100	72 520	135 100
E. Cape Midlands	177 958	159 582	180 000	9 721	180 000
Nelspruit	34 955	99 323	78 876	54 646	79 876
Letsitele	3 636	3 276			
Senwes	27 476	45 616	45 000	47 721	45 000
Other	1 662	2 269	5 000	4 143	5 000
Grand Total	2 579 121	2 512 988	2 684 123	1 471 285	2 850 123

Other Mandarin Types	2 012	2 013	Est 2014	Packed to date 2014	29 May Projection3
Boland	575 720	649 625	612 663	29 875	663 612
W. Cape	688 472	886 318	1 000 138	23 536	1 000 138
S.R. Valley	488 054	554 021	615 000	106 512	615 000
Patensie	711 423	709 852	825 900	79 254	825 900
E. Cape Midlands	159 396	221 510	225 000	4 780	225 000
Nelspruit	479 270	827 982	802 803	113 603	793 802
Letsitele	95 005	69 726	75 000	300	75 000
Senwes	144 987	300 130	390 000	82 644	494 233
Other	63 792	74 308	58 000	32	58 000
Grand Total	3 406 119	4 293 472	4 656 452	440 536	4 750 685

Total Soft Citrus	2012	2013	Est 2014	Packed to date 2014	29 May Projection3
Boland	2 263 111	2 222 436	2 303 612	1 337 337	2 539 171
W. Cape	1 774 975	1 725 000	2 183 775	808 188	2 254 052
S.R. Valley	843 636	1 011 412	960 000	470 647	1 064 389
Patensie	1 126 345	1 095 784	1 321 000	485 541	1 202 251
E. Cape Midlands	604 432	682 503	655 000	187 945	578 444
Nelspruit	666 756	1 061 531	1 055 467	302 865	1 008 294
Letsitele	98 641	97 875	75 000	23 078	75 000
Senwes	184 257	230 000	450 000	153 143	562 011
other	73 160	9 200	68 000	4 268	63 093
Grand Total	7 635 313	8 177 105	9 071 854	3 773 012	9 346 705

