

SOFT CITRUS FOCUS GROUP

DRAFT

MINUTES OF TELECONFERENCE OF THE SOFT CITRUS FOCUS GROUP HELD AT 10:00 ON THURSDAY 2 APRIL 2015

Present:

Martina Odendaal	(Patensie - chair)
Charl Tibshreany	(Sunday's River Valley)
Andrew Cooper	(Letsitele)
Stefan Bruwer	(Boland)
Ista Upton	(Senwes)
Jock Danckwerts	(Eastern Cape Midlands)
Lawrence Mgdale	(Citrus Development Chamber).
Graham Barry	(observer – CGA)
John Edmonds	(CGA – secretariat)

Apologies:

Gerrit vd Merwe (jr)	(Western Cape)
AJ Esser	(Nelspruit)

1. Welcome

Martina Odendaal welcomed all to the meeting.

2. Apologies

As noted above.

3. Approval of Minutes of Meeting held on 28 August 2014.

The minutes were approved; proposed by Jock Danckwerts and seconded by Charl Tibshreany.

4. Matters Arising from Minutes

4.1. UNECE document and standards :

After some discussion on the matter the meeting agreed that Graham Barry meet with Vaughan Hattingh to finalise the wording of the UNECE and DAFF documents; circulate them to the members of the Soft Citrus Focus Group for comment before submitting them to DAFF. Stefan Bruwer noted that that the main principle must be that what we understand as mandarins must continue to be exportable. It was agreed that this process could be done via email correspondence.

5. Estimate for 2015 (see Annex1)

In summary the total soft citrus estimate stands at 10 million cartons; 84 000 cartons above the last year' final inspections.

Satsumas are two percent up overall to 1.8 million cartons with the biggest producing area, Boland reporting good quality due to dry conditions and low FCM prevalence. Sunday's River Valley also report good cosmetics with smaller fruit peaking on counts 3 and 4. They are a week behind with packing and 16% down on expected volume. The East Cape Midlands counters this drop with a 16% increase to 300 000 cartons. Patensie at 350 000 cartons are 4% up and have smaller fruit, peaking on count 3 and 4. A lot of rain has resulted in some creasing problems. Senwes dropped their estimate 63% to 10 000 cartons citing the omission of Tangelos from the estimate due to poor performance. Nelspruit have 12% more Satsuma than last year and expect to pack 195 000 cartons for export. They have very good quality and are peaking on counts 1 and 2. Internals are good due to a dry summer. Similar to Senwes' experience, Sonets are proving disappointing with poor acids and colour.

Clementines are expected to be 5% down on last year's 3.2 million cartons. Sunday's River Valley and Patensie both expect a drop of over twenty percent to 250 000 and 120 000 cartons respectively. Conversely Nelspruit expect a 42% increase to about 118 000 cartons.

The other Mandarin types are 4% up on last year to 5.3 million cartons. **Novas** are 21% down to 1.5 million cartons led by the two biggest producers, both from the Eastern Cape, Sunday's River Valley (down 15%) and Patensie (down 48%). Alternate bearing is cited as the reason for Patensie's poor crop.

Late Mandarins, up 23% from 2.7 million cartons to an anticipated 3.3 million cartons make up for the drops in Clementines and Novas. Both exporting over 700 000 cartons, Nelspruit and Western Cape expect a 21% jump whilst East Cape Midlands are 51% up to 200 000 cartons and Letsitele with new plantations coming on stream leap from 77 000 last year to an expected 265 000 this year.

Stefan Bruwer noted that wine farmers with their own cellars are putting land to lemons and soft citrus. Jock Danckwerts noted that the consumption of soft citrus in the northern hemisphere is many times higher in their

winter as opposed to their summer and even and a 15% increase in Clementines last year had ruined the market. Members from the Soft Citrus Focus Group expressed concern that the exponential growth in soft citrus production without a corresponding growth in consumption will lead to an implosion in the markets.

6. Markets

Stefan Bruwer reported that with the good sizing of their Clementines and the favourable exchange rate, Western Cape growers are likely to look towards the USA market which will mean less pressure on the EU market. He also alerted members of the Soft Citrus Focus Group to the unethical behaviour of some large retailers with regard to shipping rebates.

7. Date of next meeting

Future teleconferences will be held on the last Thursday of each month at 10:00.



Annex 1: 2015 Soft Citrus Projection

SOFT CITRUS	2013	2014	2015
Boland	2 222 436	2 732 608	2 602 000
W. Cape	1 925 982	2 234 180	2 390 000
S.R. Valley	945 585	1 224 819	1 055 000
Patensie	1 129 029	1 511 002	1 209 000
Nelspruit	1 108 442	1 014 407	1 218 361
E. Cape Midlands	597 786	666 746	820 000
Senwes	359 279	411 554	403 000
Letsitele	75 129	85 842	265 000
Limpopo River	29 470	29 853	30 000
Unknown	8 535	3 399	-
S-KZN	4 447	23	-
Nkwalini	22 593	16 230	15 000
Hoedspruit	8 135	4 151	5 000
Oranje Rivier	4 803	22 845	22 000
VaalHarts	339	266	-
Onderberg	215	19	-
Pongola			
Grand Total	8 442 205	9 957 944	10 034 361

Satsumas	2013	2014	2015
Boland	532 311	613 608	614 000
Patensie	304 264	335 610	350 000
W. Cape	239 536	229 587	225 000
E. Cape Midlands	223 977	258 698	300 000
S.R. Valley	136 900	136 140	115 000
Nelspruit	180 545	174 639	195 000
Senwes	13 533	27 082	10 000
Unknown	2 477	66	
Letsitele	2 127	4 663	
Hoedspruit	25	3	
Onderberg	50	7	
Limpopo River			
S-KZN			
VaalHarts		33	
Oranje Rivier			
Grand Total	1 635 745	1 780 136	1 809 000

Clementines	2013	2014	2015
Boland	1 040 500	1 267 815	1 100 000
W. Cape	800 128	1 053 315	1100000
S.R. Valley	254 664	328 348	250 000
E. Cape Midlands	152 299	216 033	250 000
Patensie	114 913	151 838	120 000
Nelspruit	99 822	82 755	117 625
Senwes	45 616	51 970	50 000
Unknown	1 770	342	
Letsitele	3 276	3 735	
Pongola			
Hoedspruit		55	
VaalHarts			
Oranje Rivier			
Limpopo River		20	
Onderberg			
S-KZN		23	
Grand Total	2 512 988	3 156 249	2 987 625

Mandarins	2013	2014	2015
W. Cape	886 318	951 278	1 065 000
Patensie	709 852	1 023 554	739 000
S.R. Valley	554 021	760 331	690 000
Boland	649 625	851 185	888 000
Nelspruit	828 075	757 013	905 736
Senwes	300 130	332 502	343 000
E. Cape Midlands	221 510	192 015	270 000
Letsitele	69 726	77 444	265 000
Limpopo River	29 470	29 833	30 000
S-KZN	4 447		-
Nkwalini	22 593	16 230	15 000
Hoedspruit	8 110	4 093	5 000
Oranje Rivier	4 803	22 845	22 000
Unknown	4 288	2 991	-
VaalHarts	339	233	-
Onderberg	165	12	-
Grand Total	4 293 472	5 021 559	5 237 736

NOVA	2013	2014	2015
S.R. Valley	387 534	569 889	485 000
Patensie	371 362	634 505	330000
Boland	134 068	209 467	189 000
W. Cape	70 598	118 014	105 000
Nelspruit	115 148	158 147	180 778
Senwes	58 764	111 698	120 000
E. Cape Midlands	25 309	54 278	60 000
Oranje Rivier			
Unknown	3 036	58	
VaalHarts		50	
Nkwalini			
Onderberg			
Letsitele		300	
Limpopo River			
Hoedspruit	193		
S-KZN	102		
Grand Total	1 166 114	1 856 406	1 469 778

	2013	2014	2015
LateMand			
Nelspruit	695 352	585 098	710 180
Boland	479 945	562 353	619 000
W. Cape	503 752	576 683	700 000
Patensie	279 019	366 708	384000
Senwes	206 756	177 970	180000
E. Cape Midlands	185 313	132 279	200000
Letsitele	69 722	76 869	265000
S.R. Valley	98 223	147 117	175000
Nkwalini	22 593	15 527	15 000
Oranje Rivier	4 803	22 845	22000
Hoedspruit	6 912	20	
Onderberg		12	
Unknown	229	2 087	
Limpopo River		95	
VaalHarts			
Grand Total	2 552 619	2 665 663	3 270 180