

IMPORTS AND EXPORTS

Citrus growers laser-focused on export growth

Yesterday - by Staff reporter



Source: Japan Rail Club

Despite tariff uncertainty regarding the US market, the Citrus Growers' Association (CGA) believes there is a clear argument to be made for the mutually beneficial nature of SA-US citrus exports.

And it's an argument representatives of the South African government are making to those in Washington DC, says CGA CEO Boitshoko Ntshabele.

The CGA is laser-focused on export growth, and the US is one of several markets on its radar.

In his weekly newsletter, Ntshabele says the EU's unscientific CBS and FCM measures also remain a market access issue, which is being addressed through a World Trade Organization dispute settlement process.

And while he sees immense promise with markets such as China, Japan and India, unnecessary phytosanitary obstacles and high tariffs are holding back growth.

"In early April, the CGA travelled to India to address these issues, and we've just had a working visit to the Chinese Embassy - but more work is necessary to make these

markets work for us.”

He says that expanding market access for export produce requires a concerted and collaborative effort between government and farmers. “Governments play a crucial role in negotiating favourable trade agreements, streamlining export processes, and providing essential infrastructure and support services.

“Farmers, on the other hand, bring invaluable expertise in production, quality control, and sustainable farming practices. Working in tandem, they can identify and capitalise on new market opportunities, overcome trade barriers, and ensure that South African produce continues to meet international standards.”

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