

NEW DIRECTOR ON THE CGA BOARD

Pieter Engelbrecht: Second Director for Senwes

Senwes has become the third citrus producing region to top the 13% of total exports mark and as such is entitled to have a second regional Director on the CGA Board.

Pieter Engelbrecht's grandfather started farming tobacco in 1956 on the same farm that they still use today. Pieter's father, Willem took over, farming tobacco and various other cash crops such as vegetables, cotton, maize and wheat. At that time the farm's name was Volharding Boerdery which is still their motto today. The name was changed to Piet Engelbrecht Trust in the early 80's.

The Engelbrecht's involvement in citrus began by accident. Willem bought a piece of land and after the transaction was finalised a phone call from Kasmar nursery informed him there was an order for navel trees for that specific piece of land. He was ready to refuse the order but after speaking to his accountant it was decided to accept the order. The rest is history!

Pieter himself attended Lowveld Agriculture College after his year's army training. Coming back to the farm he began to work as an employee – at the bottom, with a very lowly wage. His father's argument was 'you've finished studying, now you're here to learn.' Over the next few years the emphasis gradually changed from tobacco to citrus. (80% of our energy went into tobacco and gave only 30% of our income). They packed their own fruit under the Outspan Brand. After deregulation (1994) they started exporting a small portion of fruit themselves with the rest still under the Capespan brand.

About two years later they started exporting all the fruit themselves, but using different export agents for different markets. "My father and I decided at that stage to stop farming with the tobacco and to keep infrastructure like central pivots in place. We turned to easier crops like maize, wheat and soya beans which need less attention. After packing under various brands we decided to create our own brand called Piet Citrus. It is about 20 years old and well established all over the world. It was one of the first brands in China. The Piet Citrus brand is one of the most respected brands globally because of its consistency and quality. A massive effort goes into keeping it that way. The main varieties are navels, soft citrus and lemons. Piet Citrus is also well represented locally with its fruit in almost all supermarkets, fresh-produce markets and municipality markets." "My personal vision is to hand over the expertise and condition of the business to the next generation in the same or better condition that I received it." Pieter's personal involvement in the citrus industry includes him acting as vice president of Agri Limpopo; chairman of Agri Loskop; board member of Loskop Irrigation Board and Regional Director, CGA. Pieter has two sons Willem (25) Coenie (23) both back on the farm as the fourth generation. He is now a new father of a six month old daughter!



Faisal began working for the SEPs while these were still administered by the Deciduous Fruit Producers' Trust, reporting to George Hendriks. In 2006 CGA took over the administration of the SEPs from DFTP and Faisal was contracted by CGA directly to look after the Japan programme out of Durban. In time Faisal has taken over more responsibilities for the Japan programme and now also plays an operational oversight role for the South Korean programme. These activities have centred on Durban port but at various stages also included activities in Port Elizabeth and Cape Town. Despite the volumes to these markets fluctuating the number of challenges and issues arising in any given season appears to remain the same. Faisal has served the industry well by proactively addressing these and seeking out solutions. CGA and the citrus industry appreciate your work Faisal and trust you will continue to add value to these programmes for many more years.

Rauff was also contracted by CGA in 2006 to specifically assist with the South Korean programme and be backup support on the Japan programme. In 2006 only 323 657 cartons of oranges were presented for South Korea inspections. With the South Korean protocol amendments to allow exports of South African grapefruit and lemons to South Korea the SEP has seen steady growth since 2012. Initially two South Korean inspectors were in South Africa concurrently but this was reduced to only a single inspector at a time with a short overlap mid-season. This has put considerable pressure on the programme as volumes have increased.

Rauff has helped to ensure that despite these pressures the programme has continued to operate effectively and the fruit has got through the system. Thank you Rauff for your hard work for these programmes.

All the best for the 2018 season.

PAUL HARDMAN