



Die Joernaal vir die Vrugtebedryf in Suid-Afrika

The biannual CGA Citrus Summit is a key entry on the Citrus calendar. This prestigious event took place from 12-14 March at the Boardwalk Hotel in Summerstrand, Port Elizabeth.

Standard Bank was the proud sponsor for the third successive time. The agenda for this three-day summit included presentations on a wide range of pertinent topics by eminent international and local industry leaders and stakeholders.

This year, the spotlight shone brightly on industry inclusivity.

Freek Robinson, well-known television journalist and presenter, was the programme director. The attendees for this much anticipated event clocked 600 local and international delegates, an indication of the bar certainly being raised with each iteration. The tranquil Indian Ocean was the backdrop to the engaging content and robust debate that dominated the summit.

Opening and welcome

The event was officially opened by CGA Chairman, Ben Vorster and the introductory session included a global outlook on the citrus industry. This took the form of a comprehensive presentation by Philippe Binard on the global supply and demand of citrus. He is the General Delegate of Freshfel (European Fresh Produce Association), the General Secretary of both SHAFPE (Southern Hemisphere Association of Fresh Fruit Exporters) and WAPA (World Apple and Pear Association). Wandile Silhobo, head

of research at Agbiz then took to the stage to address SA business confidence in agriculture and Peter Schlebusch, a senior banker at Standard Bank, shared insights on evolving with business.

Inclusivity

The theme of industry inclusivity permeated the summit, with the topic being addressed in three separate sessions: Black Grower Development, Workplace Transformation and Youth Development.

The session on Black Grower Development was chaired by Pieter Nortjé, one of the CGA vice-Chairmen. During this session Dr Mono Mashaba, chairman of the CGA Grower Development Company delved into enterprise development, and shared the achievements and milestones of the Grower Development Company, since its establishment in 2016. This was followed by an enterprise development panel discussion between black growers Bennet Malungane, Siseko Maqoma and Louisa Maloka-Magotsi.

MISSION
Facilitate and support the establishment, growth and empowerment of profitable and sustainable black citrus growers through:

- Production infrastructure and technical support
- Business management support
- Facilitation of access to funding
- Facilitation of access to markets



Mono Mashaba, GDC Chairman



Enterprise Development Panel: Bennet Malungane, Siseko Maqoma and Louisa Maloka-Magotsi



Marius du Plessis, Siobhan Thompson and Trevor Dukes: Brand Development



Gerrit van der Merwe, CGA Director and citrus grower



Youth Development Panel: Steve Worth, Lara Grieve and Jacomien de Klerk



John Purchase, Agbiz CEO

Our black growers navigate various challenges relating to the development of their farming operations. It was during this compelling session that these challenges were highlighted and discussed. Next up was the Workplace Transformation session, chaired by CGA vice-Chairman Cornel van der Merwe. Agbiz CEO, John Purchase delivered an in-depth presentation about AgriBEE, as well as relevant changes in BEE (Black Economic Empowerment) legislation and – importantly – compliance on the part of the agricultural sector. Sustainability South Africa (SIZA) CEO, Retha Louw

spoke about the development and successes of this homegrown ethical auditing platform. This was followed by presentations from growers, Gerrit van der Merwe and Piet Smit, who both addressed the worker welfare of farm workers employed in their production units, and presented relevant video footage. Jacomien de Klerk, General Manager of the Citrus Academy, was next to take the stand. She delivered an engaging presentation on the Fourth Skills Revolution and was followed by Lara Grieve, who's responsible for Business Development and Strategy at





Vaughan Hattingh, CRI CEO



Cornel van der Merwe, CGA Vice Chair



Wandile Sihlobo, Agbiz Research Head



Richard Bright, Reefer Brief



Freek Robinson, Programme Director



Above:
Philippe Binard,
Freshfel GD



Peter Schlebusch, Std Bank snr banker



Above: Marcos Neves, Specialist: agri-business strategic planning



Left: Retha Louw,
SIZA CEO

Youth Employment Service (Yes4Youth) SA. She covered the establishment and activities of Yes4Youth and highlighted the extent of success that this government/private sector partnership has achieved in a short space of time. Professor Steven Worth from the University of KZN (UKZN) spoke about the changing requirements for agricultural skills delivery and how important it is for educational institutions to produce graduates with skills relevant and valuable to the agricultural sector. This session was also chaired by Cornel van der Merwe.

Logistics and biosecurity

CGA Executive director, George Hall chaired this session, with Richard Bright covering logistics. Richard is the founding editor of the UK-based *Reefer Brief*, a weekly publication that provides analyses of the variables that affect the supply and demand of reefer shipping vessels. He shared sobering facts: by January 2020 international legislation will require all shipping to start using low sulphur fuel, which is considerably more expensive than the bunker fuel currently used.



Left: Mikhail Fateev,
CGA rep: Russia

Deon Joubert, CGA Special Envoy: EU Rocco Renaldi, CGA rep: EU



Above: Justin Chadwick, CGA CEO. Middle: Lara Grieve, Head: Business Development, Youth Employment Service Right: Nick Gutierrez, CGA rep: USA



Pieter Nortjé, CGA Vice Chairman.



Ben Vorster, CGA Chairman.

This stands to impact significantly on shipping costs. Dave Watts, an independent logistics consultant, shone the spotlight on SA's increasingly inadequate logistical and port infrastructure. He outlined the many challenges faced by the rapidly growing citrus industry in this regard. Richard also presented a comprehensive six-point plan on how to mitigate these challenges.

Citrus Research International (CRI) CEO Prof. Vaughan Hattingh, outlined the very real threat posed to the SA citrus industry by Asian Citrus Greening and the Asian Citrus Psyllid. This significant phytosanitary risk has devastated citrus orchards in Florida and Brazil, and Vaughan stressed the importance of continuing to guard our country's borders against the invasion of these biosecurity threats.

Market development

The Market Development session was chaired by CGA Director, Jan-Louis Pretorius. This session took the form of a robust panel discussion between Marius du Plessis of ClemenGold, Siobhan Thompson of Wines of SA, and Trevor Dukes of the Fruit Farm Group on Brand Development. The discussion included pertinent challenges, successes, as well as the way forward.



Market access

Market access was the final session of the summit and was also chaired by CGA chairman, Ben Vorster. Professor Marcos Neves spoke about the citrus value chain, and how it's established and maintained. Subsequent presentations included those of Deon Joubert (CGA special envoy to the EU), Rocco Renaldi, CGA representative in the EU spoke on the citrus market in the EU, Nick Gutierrez, USA representative on the citrus market in the USA, and Mikhail Fateev who spoke on the citrus market in Russia. The Gala Dinner that followed – a refreshing conclusion to the very necessary, robust debate and often emotive discussions – certainly didn't disappoint.