

AGRIHUB

Advancing fruit intelligence in SA

The CGA is upping the ante in its business intelligence portfolio. By Albert Coetzee

The Citrus Growers' Association (CGA) is undergoing a strategic transformation in its business intelligence (BI) portfolio. The goal is to enhance data integration and operational visibility across the citrus export value chain, in order to shape insights that will lead to meaningful change in decision-making.

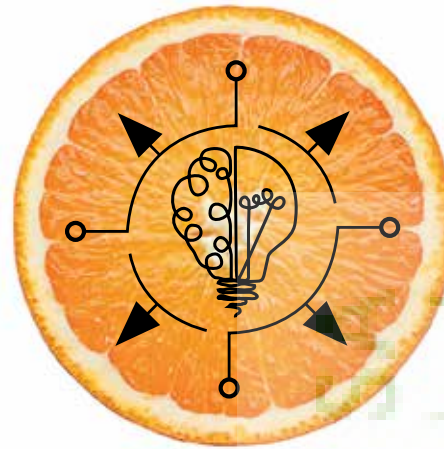
I am leading this initiative, along with data analyst Sameera Ebrahim (appointed in July 2025) and Portia Magwaza. Their combined expertise is instrumental in aligning the CGA BI strategy with recent upgrades at Agrihub, a key data partner in the agricultural logistics ecosystem.

A boon for the industry

This the second feature of Agrihub in the *SA Fruit Journal* this year, emphasising the significance of this service to the fresh fruit industry of SA.

Agrihub is a vital information resource within the agriculture sector in SA that focuses on enhancing the accessibility, transparency, and usability of industry data. Established in December 1996, Agrihub operates as an independent legal entity created through a collaboration among representatives from the CGA, Hortgro, the South African Table Grape Industry (SATI), the Fresh Produce Exporters' Forum (FPEF), and software solution providers. This initiative emerged in response to the increasing need for accurate, complete, and timely information within the South African fruit industry to support decision-making at various levels.

Agrihub serves as a central repository for non-competitive statistical information relevant to the South African fruit export sector. Mandated by the National Agricultural Marketing Council, Agrihub collects and pub-



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lishes detailed export statistics, empowering stakeholders ranging from fruit producers to Transnet. Its role in bridging data gaps and fostering informed collaboration underscores its importance in driving innovation and sustainability within the agribusiness sector.

In with the new

To address the growing volume and complexity of data, Agrihub launched an upgraded data platform in September 2025.

The new cloud-centric platform supports enhanced data structures, enabling faster processing of Electronic Data Interchange (EDI) files, which also allows for handling a

greater volume. The platform will provide advanced tracking and monitoring options, among other features, and for added value, it can safely integrate new streams of information in future.

The platform will deliver invaluable insights derived from real-time data, allowing for the integration of multiple data points for each pallet. This will provide a comprehensive view of the data journey from the packhouse to the export market. With near real-time data, these aggregated values will help transporters, Transnet, cold stores, container depots, and shipping lines to prepare based on current pallet movements.

Importantly, we need all stakeholders in the citrus industry to share their business intelligence requirements by scanning the QR code below. The upgraded platform will also allow producers access to detailed, granular information, enabling them to view their pallets in real time and to compare this data against aggregated industry statistics.

This collaborative push toward data integration within the CGA is not just about technology, it's about securing the future of the citrus industry. By enabling real-time insights and improving supply chain transparency, the CGA and Agrihub are laying the groundwork for enhanced data-driven agricultural exports that are more competitive and resilient.



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