



FROM THE DESK OF THE CEO (21/09)

Justin Chadwick (29 May 2009)

Citrus Growers Association (CGA)

CELEBRATE SUCCESS: Who says the Bulls can't play running rugby – sterkte for the FINAL!!!

QUOTE OF THE DAY: "I wish there were a knob on the TV to turn up intelligence. There's a knob called "brightness", but that doesn't work" Anon

AGRI TV: A reminder that citrus will be featured again on Monday and Tuesday next week on Agriculture Today, SABC 2 @05h20.

PHYTOSANITARY CHECKS

Phytosanitary measures are replacing tariff measures as the main hurdles in exporting of fresh produce, a country's ability to meet the requirements of target markets in this field will determine whether it remains a preferred supplier or not. The southern African citrus industries are in the fortunate position of having some of the world's leading citrus entomologists and pathologists, in having a grower sector that understands the issues and reacts to these threats, having export agents who are keeping abreast of international obligations, and in having a National Plant Protection Organisation (the Department of Agriculture) who are respected worldwide for the responsible manner in which they carry out their NPPO obligations. As an industry we must continuously test whether our requirements and regulations are adequate, and whether what we are doing is sufficient to maintain confidence in our phyto security. A recent communiqué from the DoA is important to take note of – in essence any consignment that has been rejected for a phytosanitary reason cannot be rerouted to another market where that pest or disease is also of concern.

Growers, export agents and other role players are encouraged to get themselves up to date with all the latest phyto checks and balances; if uncertain please contact CGA, FPEF or DoA.

CITRUS MARKETING FORUM (CMF)

The next CMF meeting has been scheduled for **18 June 2009 at Willow Park Conference Centre at 10h00**. Willow Park is a stone's throw from the airport, and by pre arrangement a shuttle is available. There are many challenges being thrown up as we get into the 2009 season. As decided at the beginning of the year it is important that the citrus stakeholders come together at this time to discuss how things are going, set guidelines in place for the balance of the season, and try and plan for a successful 2009 citrus season.

PLEASE BE THERE, AND PLEASE BE THERE TO CONTRIBUTE SO THAT WE CAN MAKE THIS A YEAR TO BE

REMEMBERED FOR THE RIGHT REASONS. The first CMF of 2009 was well attended, and there was good debate and contributions from those present – let us build on that. An agenda will go out shortly, along with directions to the venue.

MAPUTO

Here's the situation – we have a facility 100 or so Km's from packhouses that is being underutilized, while these packhouse's fruit is sent to a facility 600 plus Km's away that is blocked out. CGA organized an ACTION MEETING (not workshop) of those interested in conventional cargo through Maputo. The objective – get at least 100 000 pallets through the Maputo facility to release congestion in Durban. Many thanks to all those who attended. Although to start with there was the usual talk about why it COULD NOT be done, we eventually got some positive momentum (thanks Maarten) and ended with a joint will to make it happen. Some important points were raised – the FPT facility in Maputo offers a first class service (well done Paulo – and further, congratulations on your appointment as FPT Regional General Manager for KwaZulu Natal and Mozambique); the Maputo harbor authorities are keen to make it work; if the fruit is there the vessels will call, and if it makes commercial sense then agents will get their clients fruit to Maputo. The CGA Logistics Coordinator (Mitchell Brooke) will now work with all these parties to make it happen. If you want to know more please give Mitchell a call on 031 7652514. Next we will look at stimulating container cargo through Maputo.

POST HARVEST INNOVATION (PHI) FUND: COMMONWEALTH LOGISTICS AND COLD CHAIN WORKSHOP

One thing we cannot be blamed for is a lack of passionate people in the fruit industry for their chosen fields – on Wednesday I was privileged to be at a workshop where ten presentations of 5 minutes each were made on issues that had been raised in the recent study benchmarking logistics and the cold chain in South Africa against those in Chile and New Zealand. In the space available I just want to highlight the subject's and presenter's – you are welcome to contact me or the GM of PHI (Malcolm Dodd – 082 5661150) should you require more information; Single Window IT System – Andries Mouton; Innovative Packaging Martin Taylor; Increased Rail Usage Suria Singh; Electronic Documentation Nkosana Mbokane; Remote Logistic Zones Delena Engelbrecht; Establish Innovation Resource Stuart Symington; Private Expertise in Ports Mike Mundy; Container Terminal Expansion Saleem Peterson; Ocean Freight Charges Andy Connell; Government Led Reforms Hugh Campbell. There are some really exciting things happening in our industry – these initiatives will keep our industry world class.

PACKED AND SHIPPED 2009

Some cautionary statements from the various focus group meetings: Grapefruit growers to Japan are encouraged to pack according to the shipping plan – at the moment there is a lot of stock in Durban causing capacity problems at FPT; alternative storage facilities should be considered as an option; Valencia growers revised their estimate down and reminded growers to get prices attached to all export cartons at a level that is sustainable. It's interesting that Spanish lemon growers are complaining about prices that are "insufficient" – make sure the price you are getting is sufficient – sufficient to ensure you are in business for the foreseeable future.

To Week 20 – Million 15Kg cartons	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Shipped
Source : PPECB	2008	2009	2008	2009	2009	2009	2008
Grapefruit	6.3 m	6.7 m	3.3 m	4 m	15.1 m	14.8 m	12.4 m
Soft Citrus	4 m	3.1 m	2.4 m	2 m	7.4 m	7.1 m	6.5 m
Lemons	5 m	2.9 m	3 m	1.8 m	9.4 m	9.2 m	8.8 m
Navels	3.9 m	3.7 m	1.3 m	1 m	21.6 m	21.3 m	21.2 m
Valencia	-	-	-	-	43 m	42.1 m	40.4 m
	19.2 m	16.4 m	10 m	8.8 m	96.5 m	94.5 m	89.3 m

YOUR LEVY WORKING FOR YOU – GROWER LEVIES ARE USED TO FUND THE ACTIVITIES OF CGA, CRI AND THE CITRUS ACADEMY