FROM THE DESK OF THE CEO (36/09)

Justin Chadwick (11 September 2009) Citrus Growers Association (CGA)

QUOTE OF THE DAY:" "I don't know the key to success, but the key to failure is trying to please everybody" Bill Crosby

MEETINGS NEXT WEEK

Probably the most important meetings on the South African citrus calendar take place next week: this is your chance to clear up any issues from 2009 and have a say in planning for 2010. If you need your voice heard then be there. All agenda's are available on www.cga.co.za.

Standards meetings will be held on **Tuesday 15 September 2009** with oranges (navels and valencias together) from 10h00 to 12h00; followed by lemons, grapefruit and soft citrus (all together) from 13h00 to 16h30 – all at **ARC Infruitec, Carmine Room**. CGA pays travel and accommodation costs for the Chairmen of the Variety Focus Groups to attend – if you need something raised you can either contact them, John Edmonds (johne@cga.co.za) or attend in person. Variety Focus Group chairmen are: Navels – Pieter Nortje; Valencia – Deon Joubert; Soft Citrus – Jock Danckwerts; Lemons – Rikus Groenewald and Grapefruit – Tim Wafer.

DAFF (Department Agriculture, Forestry and Fisheries) will hold their Annual Coordinating meeting **in Stellenbosch at ARC Infruitec, Olive Grove on 16 September 2009 at 08h30.** On the agenda will be the new requirements with respect to CBS – and how these will be implemented in 2010. The meeting will also review 2009 and plan ahead for 2010. Apart from the variety focus group chairmen listed above, CGA will also have representation by the Chairman (Fanie Viljoen) and the CGA CMF representatives (Peter Nicholson, Hoppie Nel and Gabrie van Eeden).

The **Citrus Marketing Forum (CMF)** will then be held after the DAFF meeting (Wednesday 16 September) from 14h00 (or following the Coordinating meeting), at the same venue.

LOGISTICS

Mitchell Brooke (CGA's Logistics Coordinator) visited the Durban Municipality traffic chief to learn about their plans for routing of vehicles during the time of the 2010 world cup – and arrived back in office a worried man. He has set up further meetings to ensure that fruit flow to the port and cold stores is not unduly hampered by road closures and other planning. Mitchell will undertake similar visits to PE and Cape Town to ensure that they are aware of the fact that the world cup is at the time of the peak citrus season, and that we need to get our fruit to the port without delays.

Talking about traffic departments I must relate my experience at Marianhill Licensing offices this week. After settling my HP I needed to get ownership changed into my name. So after a strong cup of coffee and determination to remain calm and not be impatient I set off for the licensing offices ready for a long haul. The offices opened at 07h45 (15 minutes early) and I was out of the office with my new documents by 08h10 – now I challenge any licensing authority anywhere in the world to be as efficient!

PACKED AND SHIPPED 2009

A late revival in **lemon** prices (bouncing back to the highs of the first half of 2008) means that growers are scouring their orchards for exportable quality lemons and makes the prediction of 8.4 m cartons very "gettable". Middle East is the market of choice with 44% of lemon volumes to date; followed by northern Europe 14%; Far East 12% and Russia and UK both 11%. As **grapefruit** closes out – it is interesting to note that red grapefruit accounted for 75% of the total volume (white 20% and pink 5%). This shows that growers are switching to the preferred varieties. Japan and northern Europe are level pegging at 33% of volume exported, followed by southern Europe 8%; Russia 7% and UK 6%. Mandarin volumes will be spot on the initial estimate (2.5 m cartons), with the **soft citrus** sector down due to lower Satsuma (1.7 m vs. estimate 2 m) and Clementine (2.5 m vs. estimate 2.9 m) volumes. UK is the soft citrus market of choice with 44% of volumes, followed by northern Europe 19%; Russia 9% and Middle East and USA both 7%. With **navel** volumes completed it is interesting to note that the reduction in volume was mostly due to a decrease in late navels (described as those navels packed after week 29). The estimate for navels up to week 29 was 18.1 m cartons (actual 16.9 m or 93% of estimate), while late navels were estimated at 3.4 m cartons with only 2.5 m being realized (74% of estimate). **Valencias** are still being packed, and with revival in pricing for oranges in certain markets there is still some packing to go meaning that the 37 m carton prediction is also "gettable". Last week's newsletter highlighted higher volumes of Valencia being sent to non EU markets, this trend is continuing with even higher percentages year to date sent to Russia (12% vs. last weeks 11%); Middle East (24% vs. last weeks 22%); Asia (12% vs. last weeks 11%).

To Week 36 – Million 15Kg cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
Source : PPECB	2007	2008	2009	2008	2009	2009	2009	2008	2008
Grapefruit	14.2 m	12.8 m	13.9 m	12.3 m	13.3 m	15.1 m	14 m	12.8 m	12.4 m
Soft Citrus	6.7 m	7.3 m	6.7 m	6.5 m	5.8 m	7.4 m	6.7 m	7.3 m	6.5 m
Lemons	6.8 m	9.3 m	8.2 m	8.3 m	7.1 m	9.4 m	8.4 m	9.6 m	8.8 m
Navels	18.7 m	21.5 m	19.4 m	20.9 m	18.8 m	21.6 m	19.4 m	21.5 m	21.2 m
Valencia	32.2 m	34 m	31.4 m	25.3 m	20.9 m	43 m	37 m	42.8 m	40.4 m
	78.7 m	84.9 m	79.6 m	73.2 m	65.9 m	96.5 m	85.5 m	94 m	89.3 m

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