



FROM THE DESK OF THE CEO (37/09)

Justin Chadwick (18 September 2009)

Citrus Growers Association (CGA)

QUOTE OF THE DAY: "Don't sweat the petty things and don't pet the sweaty things" George Carlin

CELEBRATE SUCCESS: TRI NATIONS CHAMPIONS!!!!!!

CITRUS COORDINATING MEETING

There were just 10 seats empty in the 150 seater auditorium for the Citrus Coordinating meeting – this is the biggest turnout I have ever seen at an industry meeting!! The meeting was a true public-private partnership where government and industry met to thrash out issues and plan for 2010. Mike Holtzhausen must be applauded for his handling of the meeting. Although contentious and sensitive issues were discussed, they were done so in a positive manner with **joint solutions** being sought. These are some of the important outcomes:

- Special export program registration must be completed by **30 October 2009**.
- For South Korea, only those PUC's that have actually exported fruit to SK in the past four years will be inspected and registered. This follows the situation where many register (2009 – 290 registrations) and only a few use the registration (2009 – 39). Please note that all PUC's interested in SK must complete the registration procedures – only those who have exported to SK in the past 4 years will be inspected and if in compliance will be registered. If others have fruit available for export to SK in 2010 they will then make application to be inspected and if successful will be added to the approved list.
- Industry needs to look carefully at the dates for getting SK inspectors to South Africa – this year the inspectors sat around for four weeks at the beginning of the season with no fruit to inspect.
- A small committee has been appointed to work with DAFF on the CBS Risk Management System.
- Guidelines for all markets will be available on the CGA website www.cga.co.za in the password protected CMF section. This is after a request that the industry has **clear rules to follow**. A small committee will finalise these documents to ensure there completeness and clarity. It is recognized that importing conditions do change during the season – if this happened changes will be communicated as widely as possible.
- DAFF will seek clarity on the export of Cara Cara to Japan (why it is excluded is a mystery); and on the changing of the protocol with respect to empty deck testing (this is not a requirement in the grape protocol and so there is hope that the citrus protocol will be amended accordingly).
- Final research results for a revision of the cold steri to Japan have been completed and lodged with Japan MAFF – we await feedback.
- The industry must decide on inspection points for Japan – in 2009 PE and Durban were used. There was also a request for Maputo to be used in the future – this will require bilateral arrangements with Mozambique and acceptance from Japan.
- The US program ran very well in 2009 – there are indications that the treatment period could revert to that which is technically justified.

DAFF will supply a "decision list" within 10 days and I will pick up other important information I may have omitted.

STANDARDS WORKSHOPS

With over forty people attending the standards workshop on Tuesday the different issues were debated at length. What is clearly evident from this meeting is that the debate centers on what is acceptable in the market, rather than what South Africa can produce. Cyril Julius (PPECB) must be commended for the handling of the meeting and his insights on the standards issues. All the decisions/recommendations taken will now be distributed to industry stakeholders for any final comments. The final standards for promulgation will then be discussed with DAFF on 17 November 2009. Anybody wishing to see the recommendations can contact Cyril Cyril@ppecb.com.

CITRUS MARKETING FORUM

Most people who were not "meeting fatigued" attended the CMF on Wednesday afternoon. The meeting was brought up to speed with report back from the variety focus groups and report back from FPEF members on market conditions. They reported most markets are in balance for this season. The exceptions are oranges into Middle East which need to be managed carefully as we get to the duty deadline in Europe and see more volumes into that market; and grapefruit in Europe which has been a difficult market. Orange prices are showing a welcome increase at the end of the European season. The Russian market has been surprisingly good in 2009 – at the opening CMF in 2009 predictions where that volumes could halve – in fact the market has shown some growth and prices have been acceptable. With settled prices for grapefruit in Japan still being finalized there is some concern that returns could be disappointing; particularly for those who sent in unwanted smaller sized fruit.

PACKED AND SHIPPED 2009

Valencia's continue with their packing and shipping with 2.4 million cartons packed last week. The Valencia Focus Group met on Monday and revised their estimate down from 37 m to 36.7 m cartons.

To Week 37 – 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	13.4 m	15.1 m	14 m	12.8 m	12.4 m
Soft Citrus	6.7 m	7.3 m	6.8 m	6.5 m	5.9 m	7.4 m	6.8 m	7.3 m	6.5 m
Lemons	6.9 m	9.3 m	8.3 m	8.4 m	7.2 m	9.4 m	8.4 m	9.6 m	8.8 m
Navels	18.7 m	21.5 m	19.4 m	21.1 m	19 m	21.6 m	19.4 m	21.5 m	21.2 m
Valencia	35.8 m	37 m	34 m	27.9 m	24.2 m	43 m	36.7 m	42.8 m	40.4 m
	82.3 m	87.9 m	82.4 m	76.2 m	69.7 m	96.5 m	85.3 m	94 m	89.3 m

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