



FROM THE DESK OF THE CEO (50/09)

Justin Chadwick (19 December 2009)

Citrus Growers Association (CGA)

I WOULD LIKE TO TAKE THIS OPPORTUNITY TO WISH ALL OF YOU A BLESSED CHRISTMAS AND A SAFE AND PEACEFUL NEW YEAR.

GOT TO 50

Last year I closed off on the 49th newsletter – this year I got to 50 (in more ways than one). Thank you to all of those who gave me feedback from the newsletters, and to all those who have so much passion for this industry and who keep the wheels turning. People make things happen and, for sure, we have got many great people working in this industry.

DATES FOR 2010

For those who have now purchased their 2010 diaries please take note of the following dates. In February packhouse workshops will be presented around the country – 9-10 Feb Swadini Hoedspruit; 11-12 Feb Greenway Woods, Witrivier; 15-16 Feb Blue Waters Hotel, Durban; 17-18 Feb Summerstrand Hotel, PE and 23-24 Feb Villa Via Hotel, Gordons Bay. Please note that the venues are provisional at this stage. Details on times and topics will be circulated early in the new year.

CGA will be having a Board meeting on 23 February 2010.

We plan to hold our grower roadshows in early February (before the packhouse workshops) 2-3 February Nkwadini and Pongola; and then in the first three weeks of March; 1-5 March Eastern and Western Cape; 8-12 March KZN Midlands, Senwes and Limpopo; and 15-19 March Mpumalanga and Swaziland. As usual Paul Hardman will lead one group to half of the roadshows, while I will lead the other group to the rest. Growers are urged to supply us with topics that they would like covered at the roadshows.

WHAT TO EXPECT IN 2010

An exciting publication called “Youth in Citrus” showcasing the role that youngsters play in the citrus industry will be published in the first few weeks of 2010. This publication will serve as an advert to youngsters who may think of pursuing a career in the citrus industry.

We will be looking at stimulating export volumes through Maputo, and engaging with all stakeholders to make this an attractive alternative. We will also be working closely with Transnet Freight Rail in enticing more cargo from road onto rail.

Market access activities will revolve around improved phytosanitary conditions and requirements, and biosecurity.

With our first foray into market development with the grapefruit campaigns in the UK and Japan, we will be assisting in the appointment of service providers and in getting the campaign on the go.

We will continue the initiatives started in 2010 in terms of engagement with provincial departments of agriculture to work together in assisting new growers in the industry. Training and development of growers and workers will be stimulated through the activities of the Citrus Academy.

CRI will carry out the different research and technical projects aimed at addressing priorities identified by the study groups in the different regions.

We will look at ways of improving information collection and dissemination, and look at ways of bringing climatic data into our crop estimation process.

And we will address all the new challenges that we are not even aware of at this stage.

AND WHAT MUST YOU AS A GROWER DO – be a part of your Association, let us know what needs you have that must be addressed, communicate with us your challenges and opportunities, ensure that you are well represented on the variety focus groups, CGA Board and other industry structures. Be a player in your Association, and not just a spectator.

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