

FROM THE DESK OF THE CEO (23/10)

Justin Chadwick (11 June 2010)

QUOTE OF THE WEEK "Opportunity is missed by most people because it is dressed up in overalls and looks like work" Thomas A Edison

CELEBRATE SUCCESS: IT'S HERE – CELEBRATE THE EYES OF THE WORLD ON SOUTH AFRICA DURING THE SOCCER WORLD CUP 2010

COMPETITION COMMISSION

This extract from Esmerk Danish News shows that the South African fruit industries are not alone in alleging collusion between container lines:

EU / USA – Authorities launch investigation into alleged illegal price cooperation in container shipping sector -2 June 2010 (Esmerk Danish News) – It is reported that the US Federal Maritime Commission and the European Commission have launched an investigation into alleged illegal price cooperation within the global container shipping sector. While the number of ships has been rising in the past, also container shipping rates have been rising at a steady rate.

Could be that the South African Competition Commission may decide to widen the scope of their investigation when they receive Fruit South Africa's request to investigate collusion with regard to the congestion surcharge.

Citrus exporters are reminded that if forced to pay the surcharge they should do so under protest. We know of at least one instance where an exporter had the surcharge reversed when he refused to pay.

GRAPEFRUIT CAMPAIGN

With South African grapefruit about to hit markets in the UK and Japan in greater volumes promotion campaigns are getting into top gear. RED communications in the UK have engaged with major retailers, tailor making programs that fit in with their campaigns. The majority of activities are aimed in store, with point of sale material and tastings. To see some mouth watering recipes go to <http://www.ivillage.co.uk/sagrapefruit>. In Japan Market Makers have met with all major importers of South African grapefruit, and developed joint programs to boost grapefruit consumption – with the emphasis also being on in store activities. Figures out of Japan last week show increased consumption (but that could have been getting rid of unwanted small fruit from Florida) and stock levels less than the same time in 2009. This should mean a positive start to the South African campaign.

GLOBAL CITRUS CONFERENCE (GCC)

The GCC is less than a month away – so don't miss out on THE first exclusively global citrus conference ever. Your registration fee will allow you to hear from the leaders in their fields – some of whom have been highlighted in previous newsletters. But here's the good news – **Clem Sunter** – the guru of scenario planning is the guest speaker on day one, he will deliver another of his spell binding, hilarious talks. **Philippe Binard** heads up one of the most powerful fresh produce exporter importer lobby groups in Europe (Freshfel); he will be sharing his experiences on meeting consumer requirements – so find out what your consumer ants in terms of food safety, environmental concerns and ethical trading. PLEASE REGISTER NOW TO AVOID DISAPOINTMENT ON www.gcc2010.co.za.

PACKED AND SHIPPED

Grapefruit growers through the Grapefruit Focus Group have predicted a lowering of the export volumes by ½ million cartons, bringing the prediction to 900 00 cartons less than the original estimate.

Please note: PPECB is having some problems with data capture.

To Week 22 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
SOURCE: PPECB	2008	2009	2010	2009	2010	2010	2010	2009	2009
Grapefruit	7.4m	7.9m	6.9m	4.8m	3.2m	12.6m	11.7m	14.2m	13.7m
Soft Citrus	4m	3.7m	4.9m	2.7m	2.8m	7.5m	7.9m	6.8m	6m
Lemons	5m	3.5m	4.8m	2.3m	2.4m	9m	9m	8.7m	7.7m
Navels	5.6m	5.8m	6.1m	2.4m	2.3m	21.4m	21.4m	19.4m	19.1m
Valencia	0.6m	0.5m	0.2m	-	-	41.3m	41.3m	38.5m	35.3m
	22.6m	21.4m	22.9m	12.2m	10.7m	91.8m	91.3m	87.6m	81.8m

**GROWERS' FUND THEIR FUTURE THROUGH THE ACTIVITIES OF THE CITRUS
GROWERS' ASSOCIATION, CITRUS ACADEMY AND CITRUS RESEARCH INTERNATIONAL**