

FROM THE DESK OF THE CEO (25/10)

John Edmonds standing in for Justin Chadwick (2 July 2010)

QUOTE OF THE WEEK "When you squeeze an orange, orange juice comes out -- because that's what's inside. When you are squeezed, what comes out is what is inside." - Wayne Dyer

LOCAL MARKET STANDARDS

In 2008 the then Department of Agriculture (DOA), now renamed to Department of Agriculture Forestry and Fisheries (DAFF) called a meeting of growers, exporters and other interested parties to discuss regulations for standards for local market citrus. The issues were discussed amongst the various variety focus groups with the main concern being raised as to how this could be implemented and the costs involved. On 2 September 2008 a meeting was held and the regulation was discussed in detail and it was agreed that instead of having Class 1, Class 2 and Class 3 with Class 1 equal to Class 2 export minimum standards, there should be Class 1, Class 2 (which should be equal to the export minimum requirements), Choice grade (with internal quality similar to Class 2 export, excluding the blemish also allow sizing in bins as Large, Medium and Small with a size range and Unclassified (which should only comply to only food safety requirements). There was general consensus at that time that current export inspection methods would be prohibitively expensive. One suggestion was that, in the case of local stores and supermarkets a process whereby inspection could be initiated arising from customer complaints and the store shelves cleared of that product if it didn't comply with the minimum standards upon inspection.

DAFF have now published a draft for local citrus fruit regulation for comments. Due dates for sending comments will be the 31 August 2010. The document will be posted on the CGA website, www.cga.co.za.

COMMUNICATION PERTAINING TO CITRUS EXPORTS THROUGH MAPUTO

Northern Region Citrus Growers, Exporters, Agents and stakeholders please note that DAFF have communicated that conditional approval has been granted for phytosanitary inspections to be conducted at the MPT facility in Maputo commencing 1st July 2010. On this basis, citrus previously routed to Durban for phytosanitary inspection purposes can now officially be routed through Maputo. This development presents further possible opportunities for citrus routed through Maputo to markets where phytosanitary inspections are required. CGA's logistics coordinator, Mitchell Brooke will send out more detailed communication in this regard to stakeholders.

GLOBAL CITRUS CONFERENCE: 8th and 9th July 2010

Growers, exporters and industry stakeholders are reminded, for the last time, that the **Global Citrus Conference** is taking place at the stunning Bay Hotel in Camps Bay on **8th and 9th July** - next week. Apart from the interesting and relevant subjects that are to be discussed, it also makes a perfect opportunity to meet with like minds and to talk with citrus exporters from all over the world. There are still some seats available, so please contact either Carien or Elize on info@buzztzn.co.za or register on line by clicking on the Registration link on www.gcc2010.co.za. Master of Ceremonies is Fresh Produce Exporters Forum CEO, Stuart Symington, with Justin Chadwick (CGA - CEO) and Mitchell Brooke (CGA - Logistics coordinator) both being guest speakers, bringing the South African context into the otherwise international list of speakers.

PACKED AND SHIPPED

To Week 25 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	9.9m	10.6m	9.8m	8.4m	6.8m	12.6m	10.2m	14.2m	13.7m
Soft Citrus	5.3m	4.9m	5.5m	3.9m	4.3m	7.5m	7.9m	6.8m	6m
Lemons	6m	4.6m	5.9m	3.5m	4m	9m	9m	8.7m	7.7m
Navels	11.6m	11.7m	12.3m	7.7m	7.8m	21.4m	21.4m	19.4m	19.1m
Valencia	3.6m	2.5m	2.3m	0.8m	0.4m	41.3m	41.5m	38.5m	35.3m
Total	36.4	34.3m	35.8m	24.3m	23.3m	91.8m	90m	87.6m	81.8m

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