

FROM THE DESK OF THE CEO (24/10)

Paul Hardman standing in for Justin Chadwick (25 June 2010)

QUOTE OF THE WEEK "In order to be successful one needs to have luck, technical skill, ability and must be organized" Carlos Alberto Parreira

CGA KEY INDUSTRY STATISTICS 2010

Growers should receive a copy of the Key Industry Statistics 2010 booklet via post over the next week. Growers are requested to contact CGA should they not receive a copy of the booklet, while an electronic copy can be found under the "CMF page" of the CGA website www.cga.co.za. As reflected in the booklet overall hectares remain similar to previous years (58,101ha) but the trend towards navels (later varieties) and soft citrus (mandarin types) replacing grapefruit (marsh) and soft citrus (Clementine types) continues. 2009 Budwood sales from the Citrus Foundation Block were the highest they have been in 10 years, with grapefruit (red) and mandarin hybrids in particular showing 10-year highs. Paul Hardman will be discussing these trends in more detail at the CRI Research Symposium to be held 16-18th August 2010.

ELECTRONIC DATA INTERCHANGE TAKES ANOTHER STEP FORWARD

PPECB are leading the EDI focus group looking to roll out Electronic Data Interchange (EDI) in the SA fruit industries. Having sat in on a variety and market focus group meeting this week the need, but lack of, reliable, updated and relevant information was evident again. EDI is intended to facilitate improved information flows. The key objective however is the simplification of the export process (and paperwork), the goal being electronic export certificates. Having laid the foundation (e.g. standardization of codes) PPECB have taken the next step to find partners to establish an Electronic Export Certification Document System and will now published the tender in the government gazette for those that are interested and are highly experience and skilled in the development of such a system.

INTERNATIONAL FEDRATION OF PRODUCE STANDARDS (IFPS)

Harmonization of GAP standards and particularly the elimination of duplicate GAP audits remains a priority for growers. To address this need CGA actively participate in the IFPS efforts to harmonize Food Safety Standards and are members of the IFPS Food Safety Committee. IFPS held their Spring Meeting and AGM this week in London. With membership including other heavyweight exporting countries this committee applies pressure on global initiatives coordinating harmonization such as Global Food Safety Initiative (GFSI). The GFSI benchmarking process is the most widely supported initiative by buyers and retailers which have historically proved the greatest challenge for harmonization efforts. Recently GFSI have benchmarked the GLOBALGAP standard and recognized it as suitable for on-farm audits.

GLOBAL CITRUS CONFERENCE: 8th and 9th July 2010

Minister of Finance Pravin Gordhan spoke again this week of the tough economic times in the Euro-zone, encouraging South African exporters to find new markets outside the EU with "higher levels of growth and demand". Pierre Escodo of Director of Eurofresh Distribution Magazine will be tackling this very issue during his talk at the GCC entitled "Market opportunities, the case of Russia and the UAE". Limited space is available for the conference so REGISTER NOW FOR THE ONLY GLOBAL CITRUS CONFERENCE AT www.gcc2010.co.za.

PACKED AND SHIPPED

The Grapefruit Focus Group on Wednesday revised the marsh grapefruit projection down again by nine percent (now 17% down on the original estimate). Pigmented grapefruit remains the same since the 9th June and 5% down on original the estimate.

To Week 24 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	9.2m	10.6m	9.2m	5.9m	5.5m	12.6m	10.2m	14.2m	13.7m
Soft Citrus	5.0m	4.6m	5.2m	3.4m	3.8m	7.5m	7.9m	6.8m	6m
Lemons	5.7m	4.2m	5.5m	3.0m	3.6m	9m	9m	8.7m	7.7m
Navels	9.6m	9.7m	10.0m	5.7m	5.4m	21.4m	21.4m	19.4m	19.1m
Valencia	2.3m	1.5m	1.0m	0.4m	0.2m	41.3m	41.3m	38.5m	35.3m
	31.8m	30.6m	30.9	18.4m	18.5m	91.8m	89.8m	87.6m	81.8m

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