

FROM THE DESK OF THE CEO (28/10)

Justin Chadwick (23th July 2010)

QUOTE OF THE WEEK "To succeed in the world it is not enough to be stupid, you must also be well mannered" Voltaire

CELEBRATE SUCCESS; Louis Oosthuizen blowing away the entire field at the Old Course, St Andrews!!!!

CITRUS GROWERS' ASSOCIATION AGM AND BOARD MEETING

August is always a hectic month in terms of the administration of CGA. Over a three day period we will attend the CRI Research Symposium (16-18 August), hold the CGA Board meeting (17 August) and hold six Annual General Meetings (AGM's). The AGM's will all be held on 17 August, with notice thereof being sent out within the next week. The AGM's in question are for XSIT, River Bioscience, Citrus Growers' Association, Citrus Academy, Citrus Research International and the Citrus Research Trust.

ALL GROWERS ARE INVITED TO ATTEND THE CITRUS GROWERS' ASSOCIATION ANNUAL GENERAL MEETING TO BE HELD AT CHAMPAGNE SPORTS RESORT, KZN DRAKENSBURG AT 18H00 ON TUESDAY 17 AUGUST 2010. Growers are encouraged to attend the research symposium which will be held at the same time. Held every two years, the symposium presents short, concise reports on all the work done in the citrus research field.

POST HARVEST DVD's NOW ALSO AVAILABLE IN AFRIKAANS

The Citrus Academy has now completed translation into Afrikaans of the 11 training modules in the postharvest series, as follows: Module 2 – Value Chain (Waardeketting); Module 10 – Orchard Sanitation (Boordsanitasie); Module 13 – Picking Practices (Plukpraktyke); Module 14 – Picking Supervision (Pluk Toesighouding); Module 15 – Packhouse; Process Flow (Pakhuis Prosesvloei); Module 26 – Sorting and Grading (Sortering en Gradering); Module 27 – Packing Material and Specifications (Pakmateriaal en Spesifikasies); Module 28 – Packing Market Specifications (Verpakking Markvereistes); Module 29 – Packing Methods (Verpakking); Module 30 – Palletisation (Palletisering); Module 38 – Truck Loading (Laai van Vragmotors).

The modules are contained on two DVDs, packaged in a 2-disc case. The price for the Afrikaans pack is R200. The English pack (which has many more modules) is R750 (CGA members) or R1 000 (other South African citrus stakeholders). For R900 you can get a set of both English and Afrikaans DVD's (CGA members); while those who have purchased the English version can pay a small bit extra (R150) to get a copy of the Afrikaans version, for more information visit www.citrusacademy.org.za.

IF YOU ARE SERIOUS ABOUT THE CITRUS BUSINESS YOU WILL HAVE THE POST HARVEST SERIES.

PACKED AND SHIPPED

Grapefruit sales volumes in Japan have lifted above the three year average sales for the first time this year, which has been attributed to the excellent taste of the South African offer and the start of the promotion campaign. The promotion campaign, funded by grapefruit growers and the DTI, is being managed by Market Makers, and is in full swing – with the main thrust being in store activities (such as banners, barkers and tastings). The UK campaign is also gathering speed, with sales increases reported in targeted UK retail stores.

Reports from Russia indicate South African citrus is being well received and attracting favorable pricing. The US is more difficult with a big Chilean offer (although predominantly of poorer quality and unfavorable size). Argentina has suffered a terrible frost, with some industry sources claiming that there will be limited (if any) additional exports of lemons from Argentina in 2010. As a result there is a big demand for lemons, and very attractive pricing in most markets.

The Grapefruit Focus Group met this last week, and after looking at the packed figures per region have revised their prediction upwards, but still less than the original estimate, and considerably less than last season.

Please note that there is a problem with navel and Valencia packed figures – with incorrect allocations between the two.

To Week 28 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	11.5 m	12.4 m	11.1 m	11.3 m	9.4 m	12.6m	12.2m	14.2m	13.7m
Soft Citrus	6.1 m	5.6 m	6.2 m	4.7 m	5.1 m	7.5m	7.9m	6.8m	6m
Lemons	7.4 m	6.1 m	7.7 m	4.6 m	5.4 m	9m	8.8m	8.7m	7.7m
Navels	16.4m	15.9 m	19.2 m	12.7 m	14.3 m	21.4m	20.7m	19.4m	19.1m
Valencia	8 m	7.6 m	7.9 m	3.3 m	4.1 m	41.3m	41.5m	38.5m	35.3m
Total	49.4m	47.6 m	52.1 m	36.6 m	38.3 m	91.8m	91.1m	87.6m	81.8m

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