

FROM THE DESK OF THE CEO (48/10)

Justin Chadwick (10 December 2010)

QUOTE OF THE WEEK *"The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint to keep from meddling with them while they do it."* Theodore Roosevelt

CGA ELECTIONS

At the recent CGA Board meeting Fanie Viljoen (Chairman – Letsitele), Hoppie Nel (Vice Chairman – Onderberg), George Hall (Executive Committee member – Boland) and Graham Piner (Executive Committee member – Nelspruit) were all re-elected. Joining them on the Executive is Piet Smit (Western Cape) who replaced Tini Engelbrecht (Senwes). The Chairman thanked Tini for her active role on the Executive Committee, and all the work she has put into furthering citrus growers interests.

There was only one change to the CGA Board – with Paul Bristow replacing Chris Maggs as Director representing Zimbabwe.

FRUIT LOGISTICA, BERLIN, FEBRUARY 2011

DTI has allocated a meeting room at the South African pavilion at Fruit Logistica, Berlin, 2011 to the CGA. This room is available for meetings that grower/exporters may wish to have with clients or trade role-players. Gloria (gloria@cga.co.za) will be compiling a booking sheet for the three days (9, 10 and 11 February) from 10 a.m. to 5 p.m. – if you need to book a one hour slot please make contact with Gloria.

CAPESPAN GROUP APPOINTS NEW CEO

The Capespan Group has appointed Johan Dique as its new chief executive officer, succeeding Neil Oosthuizen in January next year, who has been at the helm of the group since 2001. Dique has been chief executive of Senwes Ltd, a South African agriculture concern, for the past nine years.

RUSSIA

With a record volume of citrus exported from South Africa to Russia, it is no wonder that this market is seen as THE growth market of the future. For many years Turkey (number one citrus exporter to Russia with 365 000 tons) and Morocco (number two at 213 000 tons) have concentrated their activities at the Russian market. South Africa comes in at number three (133 000 tons), followed by Egypt (131 000 tons), China (114 000 tons) and then the next biggest southern hemisphere exporter – Argentina (at 104 000 tons). In total 1 271 000 tons of citrus is imported by Russia (annually), making citrus the biggest imported fruit category (26%), followed by apples (22%) and bananas (20%). South Africa also exports apples, pears and grapes to Russia.

PLANNING FOR 2011

With many people about to go on a well earned summer rest, and with 2011 diaries now at hand, it is opportune to start diarizing for the new year. In the last two weeks of February 2011 we plan to head out for grower roadshows. As usual Paul will head up one team, and me the other. Paul's team will head to the Western and Northern Cape during the week 14-18 February; and to Senwes and Limpopo (Zimbabwe, Limpopo River, Letsitele and Hoedspruit) the week after (21-25 February). My team will visit Nkwalini, Swaziland and Mpumalanga (Nelspruit and Onderberg) during the week 21-25 February; and Eastern Cape (East Cape Midlands (Kat River), Sundays River and Patensie) during the week 28 February to 4 March. Exact dates, times and venues will be communicated early in the new year.

It is planned to hold the Citrus Marketing Forum (CMF) on Thursday 24 March. This will be preceded by a CGA Board meeting on Tuesday 22nd March, Variety Focus Group meetings and Citrus Growers' Development Chamber on Wednesday 23rd March.

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