

FROM THE DESK OF THE CEO (1/11)

Justin Chadwick (14 January 2011)

QUOTE OF THE WEEK "Fortune can, for her pleasure, fools advance, And toss them on the wheels of Chance" Juvenal

ALL THE BEST FOR 2011

Wishing you all a healthy, prosperous and peaceful 2011!!!

I fear that in 2011 we are going to have to have our "A" game ready – as it promises to be a challenging year. Early indications are that the Valencia and grapefruit crops are going to be good, offset a bit by poorer reports from navel regions: what this will mean will be a similar overall volume to 2010, into markets that promise to be well supplied. Northern hemisphere production has recovered (particularly with respect to lemons and soft citrus), and southern hemisphere production is recovering (once again, lemon production in Argentina should have recovered from the past frost affected yields). Pundits foresee that the rand will remain strong, and there are indications that input prices are on the rise – Mitchell Brooke has prepared an excellent paper looking at these trends [Production and Logistics Cost Trend Analysis – 4th Quarter 2010 on www.cga.co.za] – in particular rising oil prices and the government approved electricity hike will impact negatively on production costs. These realities will need to be factored in when making your 2011 export plans.

FRUIT LOGISTICA

CGA has been allocated a room at the South Africa stand at Fruit Logistica. There are still some slots available should an exporter need to arrange meetings. Available times are 12h00-13h00 Wednesday 9th; 14h00-15h00 Thursday 10th and 13h00-14h00, 14h00-15h00 and 16h00-17h00 Friday 11th – please contact Gloria (gloria@cga.co.za) to make a booking.

GROWER ROADSHOWS AND OTHER MEETINGS

We are starting to firm up on dates and venues for the grower road shows; it's looking like my group will be in Fort Beaufort (Eastern Cape Midlands) 09h00 on 22/2; Addo (Sundays River) 09h00 on 23/2 and Patensie 09h00 on 24/2. Then we plan to do Nkwalini at 10h00 on 28/2; Pongola 09h00 on 1/3; Swaziland at 14h00 on 1/3; Onderberg at 14h00 on 2/3 and Nelspruit at 10h00 on 3/3. These times and dates are still being confirmed.

Paul is still finalizing his plans – but initial draft suggests Vaalharts on 15/2 at 14h00; Oranje Rivier (Kakamas) on 16/2 at 15h00; Western Cape (Citrusdal) 17/2 at 14h30 and Boland 19/2 at 10h00. Then Zimbabwe 21/2 at 14h00; Limpopo River 22/2 at 09h00; Letsitele 23/2 at 09h00, Hoedspruit 24/2 at 09h00 and Senwes (Groblersdal) 25/2 at 09h00.

PLEASE NOTE THESE DATES ARE STILL BEING FINALISED.

CGA Board 22 March 2011

Variety Focus Groups 23 March 2011.

Citrus Growers' Development Chamber 23 March 2011

Citrus Marketing Forum 24 March 2011

REVIEW OF 2010

I am busy with writing up the "big ticket" items from 2010 – basically the things that made 2010 stand out (for good or for bad!!). I have completed a review of the Exchange Rates (now available on www.cga.co.za). I plan also to cover Russia, grapefruit promotions, and fruit volumes. What other items do you regard as "big ticket" items from 2010? Please let me know.

**GROWERS LEVIES ARE USED TO FUND CGA, CRI AND CITRUS ACADEMY ACTIVITIES.
ENSURING A GLOBALLY COMPETITIVE SOUTHERN AFRICAN CITRUS INDUSTRY**