

FROM THE DESK OF THE CEO (8/11)

Justin Chadwick (4 March 2011)

QUOTE OF THE WEEK “When you come to a fork in the road....take it” – Yogi Berra

CGA BOARD MEETING, VARIETY FOCUS GROUPS AND CITRUS MARKETING FORUM

The CGA Board will be holding its first meeting of 2011 on 22 March – this meeting has as its main agenda item approval of the 2011/12 budget. The next day the Variety Focus Groups, Logistics Focus Group and Citrus Growers' Development Chamber will meet (23/3/2011); and finally the Citrus Marketing Forum will meet on Thursday 24 March 2011. One of the key items on the VFG and CMF agenda's will be finalization of the crop estimate for 2011.

VARIETY FOCUS GROUPS

During the road shows the regions elected their variety focus group representatives. We would like to welcome the new members, and thank those who have stepped down for their input in the past. They meet on 23/3/2011.

REGION	VALENCIA	NAVEL	GRAPEFRUIT	LEMON	SOFT CITRUS
Letsitele	Barend Vorster	Ben Vorster	Piet Smit	Jacques Nel	Andrew Cooper *
S.R. Valley	Deon Joubert	Pieter Nortje	Pieter Nortje	Hannes Joubert	Johnny Ferreira
Senwes	Marisa v d Heever *	Kallie Schoeman		Hendrik Schoeman *	Ista Upton
Limpopo River	Peter Nicholson		Danie Erasmus	Peter Nicholson	
Hoedspruit	Fanie Meyer		Kobus van Staden	Gert Bezuidenhout	
W. Cape	Stiaan Engelbrecht **	Gabrie van Eeden **		Rikus Groenewald **	**
Nelspruit	Andrew Muller	Graham Piner		Guy Turner	A J Esser
Onderberg	Cornel vd Merwe		Charlie van Veyeren		
Patensie	Tertius Meyer	Phillip Dempsey		Phillip Dempsey	Martina Odendaal
Swaziland	George Brown *		Stuart Geldenhuys *		
Boland				Richard Allen	Stefan Bruwer
S-KZN	Klonkie Claassen **	Klonkie Claassen **		Peter Button **	
Nkweleni	Shane Dellis		Tim Wafer		
Orange River	Andre Spangenberg *		Jannie Spangenberg *		
Vaalharts	Danie Mathewson *	Danie Mathewson		Danie Mathewson *	
Zimbabwe	Paul Bristow *	Paul Bristow *			
Pongola	Andre Barnard *		Antoine Rouillard		
E Cape Midlands		Lew Roberts		Das de Villiers	Jock Danckwerts

* New members

** To Be Confirmed

GROWER ROADSHOWS

My team crossed international borders to visit Swaziland after heading north through Nkweleni and Pongola. All the way the vegetation has greened up after good January rains, rivers are running strongly and dams are full. In Swaziland we had time to visit orchards, and were shown an excellent crop on the trees, which bodes well for a good season. In particular the Star Ruby are bearing well, and the fruit could be early if the internals develop at the same pace as the fruit is coloring up. An early grapefruit crop is also anticipated in the Onderberg region, and this could be important for the Japanese market where stocks of US grapefruit are at the lowest level recorded in figures available since 1998 – the present level is 654 000 cartons, this is 3.6 weeks of consumption and compares to 1 135 000 cartons in 2010; 835 000 cartons in 2009 and 1 314 000 in 2008.

With just two road show meetings still to go, the vibe around the industry is very positive and growers are gearing up for a good crop in 2011. The enthusiasm is a bit muted by the anticipated impact of rising oil prices (excellently covered in Mitchell Brooke's presentation, available on www.cga.co.za). This will impact negatively on transport and shipping costs. The exchange rate is a double edged sword – although the strengthening rand did take R15 off orange carton returns in the Netherlands in 2010, a stronger rand does keep a lid on the fuel price.

Paul Hardman's Group: 8/3 **Western Cape** – 14h30: GHS Saal.

Justin Chadwick's Group: 10/3 **Southern KZN** – 14h00: Victoria Club.

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