

FROM THE DESK OF THE CEO (17/11)

Justin Chadwick (6 May 2011)

QUOTE OF THE WEEK "We're supposed to have just a small family affair" - Prince William **GRAPEFRUIT PROMOTIONS**

Research done by RED Communications as part of the UK grapefruit promotion campaign shows some interesting results and confirms some perceptions:

- In selecting their grapefruit consumers first look for flavor and taste, then juiciness and thirdly sweetness. Price came fourth.
- Consumers are very particular about size, and are prepared to pay more for preferred sizes (in the UK between count 35 and 45 for fresh consumption at breakfast, smaller fruit for juicing or snacking).
- There is a spread of consumers across different ages; contrary to the belief that grapefruit is an old person's fruit.
- The majority of older people consumed grapefruit as half a fruit at breakfast, while younger consumers had a wider repertoire (including juicing, in salads and peeled as a snack).
- Those who do not consume grapefruit remember the fruit as a bitter, sharp tasting fruit; developments since these times have resulted in a much sweeter fruit – at in-store tastings consumers were surprised by the sweet taste.

A full report is available on request.

RED is hard at work preparing for the 2011 campaign – with programs planned after consulting with major buyers and retailers in the UK. Their (retailer and importer) support is very evident, and they are looking forward to the new season.

Interestingly enough the UK is facing a shortage of grapefruit at the moment, particularly for white grapefruit. This is due to an abrupt halt to the northern hemisphere offer, coupled with delays experienced in getting the Southern African fruit into the market due to weather interference and public holidays.

According to data grapefruit has a penetration of 12% in the UK market – in other words 88 out of 100 people in the UK do not buy ANY grapefruit in a year. This means that there is a huge opportunity to increase consumption by attracting new consumers to the category. This is the thrust of the 2011 campaign.

BACTROCERA INVADENS (BI)

With BI now eradicated in the Groblersburg area South Africa is now free of "the beast". But growers are warned to be vigilant as the threat of new arrivals remains. Growers throughout South Africa are advised to have at least one BI trap per farm (available from River Bioscience), and to keep records on a regular basis. Zero fly catches must also be recorded.

RUSSIA AND THAILAND

Stakeholders in the Southern African citrus industry are reminded that two interest groups have been formed in order to share information on the Russian market and Thai protocol developments respectively. Should you wish to be added to either group please e-mail me on justchad@iafrica.com.

PACKED AND SHIPPED 2011

To Week 17 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
SOURCE: PPECB	2009	2010	2011	2010	2011	2011	2011	2010	2010
Grapefruit	0.9 m	1.2 m	1.6 m	0.2 m	1.1m	14.7m	15.2m	12.5m	12.2m
Soft Citrus	1.2m	2 m	1.7 m	1.3 m	1.4m	7.9m	7.5m	7.5m	7.1m
Lemons	1.3m	2.1 m	1.6 m	0.6 m	1.4m	9.8m	9.8m	9.6m	9.4m
Navels	-	-	-	-	-	19.4m	19.3m	22.9m	22.6m
Valencia	-	-	-	-	-	42.9m	42.9m	46.5m	45.9m
	3.4m	5.3 m	4.9 m	2.1 m	3.9 m	94.7m	94.7m	99m	97.2m

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ENSURING A GLOBALLY COMPETITIVE SOUTHERN AFRICAN CITRUS INDUSTRY**