

FROM THE DESK OF THE CEO (23/11)

Justin Chadwick (17 June 2011)

QUOTE OF THE WEEK "Consistency requires you to be as ignorant today as you were a year ago" B Berenson

HEALTHY GRAPEFRUIT

Researchers have isolated the molecule that creates the bitter taste in grapefruit, and have strong clinical evidence that if developed as a dietary supplement, it could change the way our bodies deal with fat and sugar. The joint work by a Hebrew University-Harvard University team extracts naringenin (a compound in grapefruit) and then uses nanotechnology to make it into a complex absorbed 11 times better than normal. This may forever change the way our metabolisms deal with fatty and sugary food.

<http://www.israel21c.org/201106059142/health/new-grapefruit-supplement-cancels-fatty-foods-effects>.

In further good news for grapefruit lovers, the British Journal of Clinical Pharmacology recently published a study's findings on whether drinking grapefruit juice with Lipitor, the world's top-selling cholesterol-lowering drug, increases the drug's effectiveness with no harmful side effects. The study's findings show a small, clinically insignificant boost in Lipitor's effectiveness but no adverse effects. Global grapefruit juice consumption has declined dramatically since the 1990s, when Lipitor came on the market, because of a rash of negative publicity about a potentially harmful drug interaction. It has always been argued that grapefruit consumption from an early age can actually mean that consumers will NOT NEED these drugs later on in life – this study should allay fears and boost grapefruit consumption.

65 PEOPLE, 2 WEEKS, 1 GRAPEFRUIT PER DAY [sounds like an extract from the TV reality show Survivor] – this was the Grapefruit Challenge carried out by RED Communications as part of the grapefruit promotion initiative in the UK. After the two weeks these were the results:

- 93% felt much healthier whilst eating grapefruit daily
- 70.8% felt more comfortable with their body and noticed a change to their overall appearance
- 58.5% lost weight during the 2-week trial
- 81.6% noticed that their skin improved
- 72.3% noticed that the condition of their hair improved
- 86.2% felt more awake during the day
- 81.6% did not get as hungry as quickly after eating grapefruit
- 87.7% ate more healthily generally while eating grapefruit
- 89.2% felt more alert during the day
- 75.4% of those who took part said they would continue to eat grapefruit either every day or most days

So it's good for you, tastes wonderful and improves your sense of well being; start the day with a grapefruit buzz!!

CITRUS GROWERS' DEVELOPMENT CHAMBER (CGDC), LOGISTICS FOCUS GROUP, CITRUS MARKETING FORUM (CMF) AND CGA NEXT

It's all happening next week – on the 21st the CGDC will meet (rsvp lukhanyo@cga.co.za), then on the 22nd the day starts off with the CMF at 10h00 through to 15h00 (lunch will only be provided for those who rsvp to Gloria@cga.co.za by midday on Monday 20th June); then CGA NEXT (rsvp ph@cga.co.za) and the Logistics Focus Group will start at 15h00. Those older guys (like myself) who want to listen to Lewis Gordon Pugh are welcome to attend his address on climate change (from 15h00 to 15h45) – believe me you do not want to miss this presentation!!

IRAN

Exporters are urged to look at the new requirements for Iran available on www.cga.co.za in the members section.

FOOD AND VETERINARY OFFICE (FVO)

The FVO delegation is impressed with the measures South Africa have implemented for CBS control – and feel that things have been tightened up since their 2009 visit. Thanks to the team at DAFF for hosting the delegation (Mike, Rejoice, Salamina and Mashudu). Also thanks to the growers, packhouse managers, researchers, PPECB personnel, CGA staff, other DAFF staff and nursery personnel who made their enterprise available for a visit – the industry is very grateful for your willingness to be the example for the industry, and for representing the industry so well. A special mention to CGA's newest region – the Oranje Rivier – where as they say "English is only used in cases of emergency"; thanks for treating this as an emergency, and for so eloquently stating your case!! Once the delegation had crossed the desert by air and by car to get to your region, they had no doubt as to its pest free status.

PACKED AND SHIPPED 2011

The only focus group to meet this week was the Navel Focus Group – and they decreased their predicted volumes once more – now punting a total 18.6 million cartons (down almost a million cartons from the original estimate). Most of these carton decrease will be in the earlier navel category (before end 28) – so those expecting more navels in this window should reconsider; there may be in short supply very soon. This is borne out in the packed figure – now trailing 1.4 million cartons behind last year's volumes.

To Week 23 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	9 m	8.4 m	9.7 m	6.9 m	8.4 m	14.7m	14.7m	12.5m	12.2m
Soft Citrus	4.2 m	5.1 m	4.6 m	4 m	3.7 m	7.9m	7.5m	7.5m	7.1m
Lemons	3.9 m	5.5 m	4.6 m	4.3 m	3.8 m	9.8m	9.5m	9.6m	9.4m
Navels	7.8 m	9.8 m	8.5 m	6.8 m	5.8 m	19.4m	18.6 m	22.9m	22.6m
Valencia	-	-	-	-	-	42.9m	42.8m	46.5m	45.9m
	24.9 m	28.8 m	27.4 m	22 m	21.7 m	94.7m	93.1m	99m	97.2m

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