

## FROM THE DESK OF THE CEO (25/11)

Justin Chadwick (1 July 2011)

**QUOTE OF THE WEEK** "I contend that for a nation to try to tax itself into prosperity is like a man, standing in a bucket and trying to lift himself up by the handle" Winston Churchill

### MALAYSIA

DAFF has recently met with authorities at the Malaysian embassy with regard to 3P labeling and the following points were brought to their attention:

- A grace period of three months has been adopted (i.e. until 1 October 2011).
- During this period MAQIS officers at the entry points will issue warning notices for non-compliant labels only and no court action will be taken. The warning notices will however be recorded into our data base.
- CGA will request DAFF to continue to explore the possibility of using existing labelling for this market but the prospects of the Malaysian authorities agreeing to this are low. The fall-back position is for SA exporters to agree on a standard format that all exporters would adopt, and which might not have to display the sensitive information aspects as required in the general label requirements. It must still be tested whether the Malaysian authorities agree to this approach or not.
- Until otherwise advised exporters should treat the requirements as laid out by the Malaysian authorities (FAMA) as they are and label fruit destined for this market accordingly.

### HELICOVIR

Ten years of research by CRI have culminated in the registration of Helicovir for effective control of bollworm in citrus. Any growers wishing to use this proven Biocontrol of bollworm should contact their nearest River Bioscience agent to discuss this with them at their earliest convenience (for details on your closest agent contact Keith Danckwerts on 083 633 2336). Helicovir will provide effective control of bollworm larvae provided it is applied before the larvae are 10 mm in length. Trials have proven Helicovir to provide very similar control to conventional products and in some cases results in less loss of marketable fruit due to bollworm damage. Remember Helicovir, Cryptogran, M3; Invader-Lure; Invader-B-Lok and Spot-on-B are grower owned Biological controls. Support your own business.

### CRINET

The advantages of a connected world were evident this past week as CRINET discussed blemishes/markings on some soft citrus. Being technically challenged I was amazed by the wealth of information, advice and theories that the query raised: CRINET proved to be a fantastic tool to those in the citrus industry who were able to "mine the minds" of experienced people in the industry. Within two days the query had received feedback from the length and breadth of the country. Those of you who are not as technically challenged as me, and wish to be part of this national think tank should contact Tim Grout at CRI ([tg@cri.co.za](mailto:tg@cri.co.za)).

### UK MEDIA VISIT THE SOUTH AFRICAN GRAPEFRUIT INDUSTRY

This age of international connectivity was again highlighted during this week's UK media visit to the South African grapefruit industry in Nelspruit. UK food blogger – Kerstin Rodgers – was blogging away while receiving feedback from RED Communications on their research on the UK grapefruit market and their campaign for 2011. For those who do not know what blogging is (including myself before this week), basically Kirsten puts out information, ideas, controversial statements etc. and her faithful "followers" (some 25 000 of them); respond in real time and on an open platform; so there is this huge dialogue going about Kerstin's latest subject – in this case the pleasures of eating grapefruit. And eating grapefruit she did – thanks to Johan Joubert of CRI the media delegation was exposed to the delights of eating a range of different grapefruit cultivars. Interestingly most agreed that Marsh and Star Ruby are exceptional products; with others showing unique characteristics that may catch the consumer's attention in the future. Thanks to Tim, Johan, Jean, Gloria, Cornel, Sandra, Hoppie, Marco and others for assisting with the delegation's visit.

### PACKED AND SHIPPED 2011

| To Week 25<br>Million 15 Kg Cartons | Packed | Packed | Packed | Shipped | Shipped | Original<br>Estimate | Latest<br>Prediction | Final<br>Packed | Final<br>Shipped |
|-------------------------------------|--------|--------|--------|---------|---------|----------------------|----------------------|-----------------|------------------|
| <b>SOURCE: PPECB</b>                | 2009   | 2010   | 2011   | 2010    | 2011    | 2011                 | 2011                 | 2010            | 2010             |
| Grapefruit                          | 10.6 m | 10 m   | 11.6 m | 8.9 m   | 11.5 m  | 14.7m                | 14.7m                | 12.5m           | 12.2m            |
| Soft Citrus                         | 4.9 m  | 5.6 m  | 5.1 m  | 4.8 m   | 4.7 m   | 7.9m                 | 7.5m                 | 7.5m            | 7.1m             |
| Lemons                              | 4.6 m  | 6.2 m  | 5.6 m  | 5 m     | 4.8 m   | 9.8m                 | 9.5m                 | 9.6m            | 9.4m             |
| Navels                              | 11.7 m | 14.1 m | 12.7 m | 10.5 m  | 10 m    | 19.4m                | 18.6 m               | 22.9m           | 22.6m            |
| Valencia                            | 2.5 m  | 2.8 m  | 3 m    | 0.7 m   | 1 m     | 42.9m                | 42.8m                | 46.5m           | 45.9m            |
|                                     | 30 m   | 33.7 m | 32.6 m | 26.1 m  | 26.6 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**