Citrus Growers' Association OF SOUTHERN AFRICA
Grower levies working for you!

FROM THE DESK OF THE CEO (30/11)

Justin Chadwick (5 August 2011)

QUOTE OF THE WEEK "Quality is not an act. It is a habit." Aristotle

QUALITY WORKSHOP

Southern Africa has differentiated their offer based on quality – strict standards, quality inspection of every consignment, big investment in fruit quality and crop load R&D, continuous improvement in the post harvest environment has meant that the volume growth of the industry has not been at the expense of compromising on quality. During this season the navel, soft citrus and lemon focus groups have asked the CGA to set up a workshop to examine quality issues – manageable factors will be unpacked to see how southern African citrus producers and the supply chain can improve the quality of the Satsuma, navel and lemon offer. During the season research has been done on many of these factors, the results of which will be presented at the meeting. Factors such as prevailing climatic conditions at critical times will be explored to see how they impact on quality, rootstocks and cultivars will be covered to see if they are appropriate, post harvest technology will be looked at (including post harvest applications to see if the loss of certain products has had a negative impact on shelf life and transportability), market opinion of southern Africa's offer and various other factors will be investigated. The idea is to get some research input, some production input, post harvest and market input – and then to explore best practise and how to get the message out to ALL in the supply chain.

ALL STAKEHOLDERS ARE ENCOURAGED TO ATTEND. The meeting will be held at **Olive Grove, Infruitec, Stellenbosch, 10h00 to 16h00, Wednesday 7 September** rsvp gloria@cga.co.za to facilitate catering arrangements. The following day (Thursday 8 September) DAFF will hold their Annual Coordinating Meeting at the same venue.

CGA ANNUAL GENERAL MEETING

30 August 2011; 18h00 at the Beach Hotel, Summerstrand, Port Elizabeth – Growers who would like a copy of CGA Annual Financial Statements please contact gloria@cga.co.za or on website www.cga.co.za (from 5/8/2011).

GET BIGGER, GET BETTER OR GET OUT

A leading farmer in South Africa opened the 2010 Citrus Research Symposium with the statement that if you wanted to stay in farming you had to get bigger, get better or get out. There is a tremendous amount of evidence of farmers getting bigger – smaller farmers selling up and being consolidated into bigger farmer's ventures, or corporates integrating backwards in the supply chain by purchasing farms. At congresses these larger farmers are usually presenters, telling farmers how they manage their ever growing business concerns. What we do not get presented is how the smaller guys survive (those that do) – how do they get better? We have a lot of evidence of smaller farmers exiting the industry (every year our database of growers shrinks), but there are still many smaller growers that do survive. Getting better includes strategies such as switching to novel or niche varieties, innovating and adopting new technologies so as to decrease production and packhouse costs, driving efficiencies into the logistics environment, linking with neighbours and/or others in the supply chain to gain critical mass. I guess the reason we do not hear from this group as to how they have got better is because they get a comparative advantage from the strategy they have adopted – if they stood up at conferences and shared their secrets they would be secrets no longer!!! So the only advice to small farmers who do not have resources to get bigger; is to find ways to get better; take your small over achieving neighbor for a drink and learn his secrets!! We would rather you got better than got out!!

PACKED AND SHIPPED 2011

Growers have faced particularly difficult markets in 2011 – and have had to make some critical packing and export decisions. With Valencia's now in full swing – the focus is firmly on this sector. Word from the growers is that most have taken the decision not to pack class 2 fruit; with big volumes directed towards processing. As a result there is a significant decrease in the predicted Valencia export volumes; the Valencia Focus Group (VFG) has yet to finalise the latest prediction – it is expected that the previous prediction of 41.3 million cartons (27 July) to be under big pressure; with an end volume of between 37 and 39 million cartons being anticipated. In two weeks time the VFG will met again and the situation will be clearer. The grapefruit prediction of 13 July still stands (meet next on 10 August) as does the navel estimate from 20 July. The Lemon Focus Group met on 3 August and increased their estimate to 9.5 m cartons, while the Soft Citrus Focus Group met yesterday and left their estimate unchanged – Satsuma's finished at 1.688 million cartons, clementines 2.488 m cartons packed of 2.628 m estimate and mandarins 1.688 m packed of 2.936 m estimate.

To Week 30 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	13.1 m	11.7 m	15.3 m	11.6 m	15 m	14.7m	15.3 m	12.5m	12.2m
Soft Citrus	6 m	6.6 m	6 m	5.8 m	5.9 m	7.9m	7.3 m	7.5m	7.1m
Lemons	7 m	8.5 m	8.8 m	7.1 m	7.7 m	9.8m	9.5 m	9.6m	9.4m
Navels *	17.7 m	21.4 m	18.2 m	OR	ANGES	19.4m	19.2 m	22.9m	22.6m
Valencia*	12.8 m	15.3 m	11.3 m	29.2 m	27 m	42.9m	41.8 m	46.5m	45.9m
	56.6 m	63.5 m	59.4 m	53.7 m	55.6 m	94.7m	93.2 m	99m	97.2m

*** Please note 2011 shipped figures for oranges are for ALL oranges – PPECB unable to supply reliable shipped figures.**

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