

FROM THE DESK OF THE CEO (34/11)

Justin Chadwick (2 September 2011)

QUOTE OF THE WEEK *"If you want to build a ship, don't drum up people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea"* -Antoine de Saint-Exupery, author and aviator (1900-1945)

QUALITY WORKSHOP

If you have an interest in navel, Satsuma or lemon quality issues then be at **Olive Grove, ARC, Stellenbosch on 7 September 2011 starting at 10h00** and assist us in planning for the future. Good quality always sells – and we need to ensure that we maintain the reputation of being a supplier of good quality citrus. Agenda is available on www.cga.co.za.

ANNUAL CITRUS COORDINATING MEETING

At the same venue, but the next day DAFF have their annual coordinating meeting. This is a no holds barred look at how the last season panned out, and planning to make 2012 as hassle free as possible. **8 SEPTEMBER 2011, OLIVE GROVE AUDITORIUM (ARC-INFROUTEK), STELLENBOSCH TIME: 08:30 AM.** Agenda on www.cga.co.za.

ASIAFRUIT LOGISTICA

Next week many fruit industry representatives decamp to Hong Kong where the Asiafruit Logistica congress and trade show continues to grow in popularity. Once again DTI has stepped up to the plate with a generous budget meaning that South Africa's presence will DEFINITELY be noticed. DTI has also assisted CGA in establishing a room for its members to meet with their customers – there are still some slots open – Wednesday 7th and Friday 9th mornings from 10 to 12; and Friday afternoon after 14h00. Contact John johne@cga.co.za or gloria@cga.co.za if you wish to take up a booking.

CGA BOARD MEETING AND AGM

On Tuesday the CGA Board met in Port Elizabeth – obviously an attractive venue as all but one Director were present for the days deliberations and AGM. The full minutes will be finalized by end of next week, and available to all grower members. In addition, the Board has asked that I prepare an information sheet outlining what was discussed and what decisions taken. Communicating to all growers will always be a challenge – it is hoped that this communiqué may assist in keeping growers informed.

Thanks to the Eastern Cape growers who attended the AGM – it is pleasing to see growers taking an interest in the activities of their Association.

PACKED AND SHIPPED 2011

It is now Valencia time and there is a huge amount of interest in how the season is going to end. To end week 34 a total volume of 23 million (15Kg equivalent) cartons have been packed. This is 8.5 million cartons less than the same time last year.

Yesterday the Valencia Focus Group met, with a fair bit of the meeting dedicated to discussing the final predicted volumes. In 2010 46.7 million cartons of Valencia were packed and passed for export – the initial estimate for 2011 was 42.9 million; this was reduced to **39.2 million** at yesterday's meeting (with some predicting that this may even decrease further).

While some may speculate that there may be a tendency for growers to hang fruit a bit later in order to wait out a poor market, this does not seem to be the case. Growers in the north are well advanced in their harvesting – Onderberg and Nelspruit regions in Mpumalanga are basically finished; Letsitele, Limpopo River and Hoedspruit in Limpopo Province are over 2/3 rds complete, which just leaves Eastern and Western Cape to really get going. Market report's are that there seems to be growing interest for oranges in Europe (with the October duty deadline coming closer), while Middle East and Russia seem to be delaying their decision making. It could be that they delay too long – which may result in market shortage for these destinations as the balance of the southern hemisphere citrus season unfolds.

To Week 34 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	13.6 m	12.5 m	16 m	12.2 m	16 m	14.7m	16 m	12.5m	12.2m
Soft Citrus	6.6 m	7.3 m	6.8 m	6.5 m	6.7 m	7.9m	7.3 m	7.5m	7.1m
Lemons	8 m	9.1 m	9.8 m	7.8 m	9.4 m	9.8m	9.8 m	9.6m	9.4m
Navels *	19.2 m	22.9 m	20.2 m	OR	ANGES	19.4m	20.2 m	22.9m	22.6m
Valencia*	25.4 m	31.5 m	23 m	45.4 m	41.3 m	42.9m	39.2 m	46.5m	45.9m
	72.8 m	83.3 m	75.8 m	71.9 m	73.4 m	94.7m	92.5 m	99m	97.2m

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