

FROM THE DESK OF THE CEO (35/11)

Justin Chadwick (9 September 2011)

QUOTE OF THE WEEK *"To be sure of hitting the target, shoot first and, whatever you hit, call it the target"* Patrick Toche

QUALITY WORKSHOP

Thanks to Graham Barry for leading a constructive workshop on Satsuma, navel and lemon quality. Although the overriding factor leading to some quality issues in 2011 was identified as unusual climatic conditions, there were production, packing and transport practices that could be improved. A full report from the meeting will be compiled, action plans will be formulated and best practices developed and communicated to all those who could benefit from the suggestions raised at the meeting. Thanks to Arend Venter for putting together the exporters view on the issue, Paul Cronje (CRI) for giving insight into horticultural aspects of the issues raised, Johan Joubert (CRI) for the cultivar and rootstock input, Steve Turner for the weather data interpretation and presentation, Keith Lesar for packhouse input, Paul Hardman (CGA), for the long term modeling, Hannes Bester (CRI) for presenting on Satsuma issue, Richard Fenwick (CRI) looking at optimum harvesting period, Elma Carstens (CRI) for taking the notes, growers (especially representatives of the variety focus groups) and exporters who attended for the constructive engagement and other stakeholders for assisting in tackling this important issue. Industry will be advised when the final report has been compiled.

ANNUAL CITRUS COORDINATING MEETING

The citrus industry turned out *en masse* for this meeting, with all seats taken. This is testimony to the way that Mike Holtshauzen has conducted these meetings, and the positive actions that have flowed from previous years' meetings. This was Mike's last coordinating meeting before his retirement at the end of October – his wise guidance, frank approach and willingness to engage with industry will be missed in the future – and we wish him well with his well earned retirement.

Many important issues were discussed, the most important of which will be highlighted in this newsletter. All presentations will be available on www.cga.co.za (members section), as will the minutes when finalized. All role-players are urged to take a look at the presentations as decisions taken and rulings made WILL impact on how the 2012 season is conducted. It is really concerning that many consignments are rejected due to mistakes with labeling and markings on the carton – attention to detail is required!!!

Registrations: Registration forms will be available by Friday 16 September; closing date for completion of registration forms is 21 October 2011 [must be couriered to DAFF]. All registrations received will be captured and available on the DAFF website from 2 December to 16 December 2011 – after this period the **registrations are closed**. On 10 February 2012 the final list for lemons will be available on DAFF website; and on 30 March 2012 final list for all other citrus and markets will be available. IMPORTANT – please note that for 2012 registrations orchard numbers will be required for registrations for the EU AND orchard numbers will be required ON THE CARTON. Growers are urged to adopt alpha/ numeric or alphanumeric identification for orchards.

THE MEETING EXPRESSED DISAPPOINTMENT THAT ELECTRONIC REGISTRATIONS HAD NOT BEEN DEVELOPED, THE AMOUNT OF MANPOWER AND HASSLES ENCOUNTERED WITH THE PRESENT SYSTEM COULD AND SHOULD HAVE BEEN SOLVED THROUGH ELECTRONIC REGISTRATIONS. A STRONGLY WORDED MESSAGE WOULD BE SENT TO DAFF IT DEPARTMENT STATING THAT THIS SYSTEM **MUST** BE ELECTRONIC FOR 2012 REGISTRATIONS (IN TIME FOR GRAPE REGISTRATIONS IN AUGUST 2012).

Cultivar/Variety names: Exporters must comply with requirements of different countries in terms of the variety or cultivar name (or brand name). Some countries have very specific requirements, while others allow a range of names. These different requirements are specified in the "one pagers" available on the CGA website. If in doubt contact CGA or DAFF.

ISPM 15 requirement for markings on wood packaging: DAFF provided a very clear presentation on the requirements for wood packaging treatment and markings. Please ensure that your pallets are compliant – having a consignment rejected because of illegible or incorrect markings is preventable: attention to detail.

PPECB Presentation: PPECB gave a very clear and concise presentation covering cold store registrations (by end February 2012), booking and documentation requirements for containers, and experiences from 2011.

Food Business Operators (FBO) registrations: FBO's can now update their information annually by logging into the DAFF system – see presentation on website for the procedure. Please contact CGA or DAFF if you experience any problems.

Market Requirements – From a phytosanitary point of view 2011 was a good year, with limited problems experienced. Those problems that were experienced were presented and discussed, as were changes to market requirements; exporters targeting Bangladesh and Iran must ensure that they are aware of the latest requirements.

Bactrocera Invadens – DAFF gave a very detailed presentation on the latest on BI. The eradication of the pest in northern Limpopo has been an example of effective public/private engagement and problem solving.

PACKED AND SHIPPED

To Week 35 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	13.8 m	12.5 m	16.1 m			14.7m	16.1 m	12.5m	12.2m
Soft Citrus	6.7 m	7.4 m	6.8 m	NOT		7.9m	7.3 m	7.5m	7.1m
Lemons	8.1 m	9.3 m	10 m	AVAILABLE		9.8m	10 m	9.6m	9.4m
Navels	19.3 m	22.9 m	20.3 m	THIS		19.4m	20.3 m	22.9m	22.6m
Valencia	28.7 m	35.2 m	26.2 m	WEEK		42.9m	39.2 m	46.5m	45.9m
	76.6 m	87.3 m	79.3 m			94.7m	92.9 m	99m	97.2m

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ENSURING A GLOBALLY COMPETITIVE SOUTHERN AFRICAN CITRUS INDUSTRY**