

FROM THE DESK OF THE CEO (43/11)

Justin Chadwick (4 November 2011)

QUOTE OF THE WEEK “USA Today has come out with a new survey - apparently, three out of every four people make up 75% of the population.” David Letterman

SEVEN BILLION PEOPLE ON THE PLANET

Last week I wrote about the seven billionth child being born – the United Nations deemed that different countries could celebrate the birth of the 7 billionth person by naming a child in that country. In Russia young Peter (Petya) was celebrated as the 7 billionth child. Mikhail Fateev (CGA representative in Moscow) had the idea that we should make sure that Petya entered the world on a healthy note – and so he arranged for a pallet of Southern African citrus to be donated to the family. A basket of fruit was presented to mother and son at the hospital; which received excellent coverage in Russia. Mikhail reports as follows:

Just a few minutes ago in Kaliningrad Mrs. Angelika Meister, Commissar (Ombudswoman) For Child's Rights of Kaliningrad region, delivered on behalf of Association of Citrus Growers of Southern Africa and RSA Embassy in Russia letter of the Association and crate of oranges to newly born Peter Nikolaev, a symbolic 7th billion man born in Kalinigrad on the 31st of October, 2011. Mrs Meister was accompanied by representatives of Kalinigrad Regional Administration and Chief Doctor of the Kaliningrad Perinatal Centre Mr Ivan Marchuk. 7 representatives of regional and federal mass media were present, including photographers. Press release was distributed. Mr. Vladimir Putin, Prime Minister, visited hospital and Peter the day before, i.e. on the 2nd of November. It was reported that the event was in cordial and festive atmosphere. Nikolaev's family and the local administration were deeply touched by the gesture, especially when it comes from the far away country of which the local people have little knowledge and information. Evidently this endeavour of the Association supported by the RSA Embassy in Moscow has served the purpose of bringing closer together the common people of the two countries, as well as popularizes South African culture and produce in Kaliningrad region and Russia as a whole.

CITRUS MARKETING FORUM

The CMF was a fairly somber affair as the word used to describe the season changed from “difficult” to “disastrous” for many. The reasons for the poor year have been documented over the year, and were reiterated at the meeting. The meeting was very well represented (with about 100 delegates) – with many growers from all over South Africa making the journey to the Cape. And the message was the same – we cannot continue as we are at present; something will need to change so that growers can sustainably continue with citrus production. The interesting thing is that Southern African citrus growers are not alone in this plight – last week in Australia growers complained about their fight for survival, at recent SHAFTE and CLAM meetings (the two representing growers from just about all citrus growing countries in the world) the lowlight was suppliers complaining about returns not covering costs. What I do not get is how this can be happening at primary production level – while others in the chain have press releases on their latest financial reports – with many boasting huge profits and returns on investment. Is it not time for ALL CITRUS PRODUCERS IN THE WORLD to educate others in the chain that if more of the value does not get back to the farmer there is not going to be anything to transport, warehouse, ship, stock store shelves with and sell to the consumer in the future. Growers are not looking for mega profits; they are looking to survive. And many are not surviving; and are exiting the industry!!!!

CITRUS ACADEMY

Jacomien has asked that citrus industry role-players visit the Citrus Academy facebook site – and if you like it then “like it” using the facebook prompts.

PACKED AND SHIPPED

To Week 43 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	14 m	12.5 m	15.8 m	12.2 m	15.8 m	14.7m	15.8 m	12.5m	12.2m
Soft Citrus	6.8 m	7.5 m	6.9 m	7.1 m	6.9 m	7.9m	7.3 m	7.5m	7.1m
Lemons	8.7 m	9.6 m	10.7m	9.4 m	10.2m	9.8m	10.7 m	9.6m	9.4m
Navels	19.4 m	22.9 m	20.7 m	67.5 m	63.4 m	19.4m	20.7 m	22.9m	22.6m
Valencia	38.5m	46.5 m	42.6 m			42.9m	42.6 m	46.5m	45.9m
	87.4 m	99 m	96.7 m	96.2 m	96.3 m	94.7m	97.1 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**