FROM THE DESK OF THE CEO (45/11)

Justin Chadwick (18 November 2011)

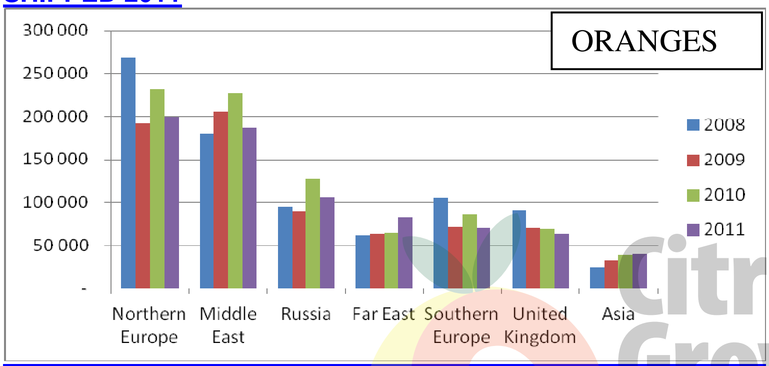
QUOTE OF THE WEEK "Only two things are infinite, the universe and human stupidity, and I'm not sure about the former" - Albert Einstein (1879-1955)

PEST MANAGEMENT DVD

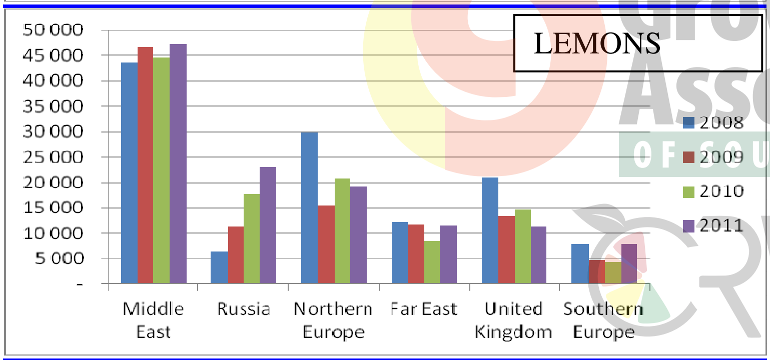
Last week the Citrus Academy posted to each citrus grower on the CGA mailing list a free copy of the Integrated Pest Management for Citrus DVD set. If you would like to get your tracking number, please email or call Angela Phillips on angela@citrusacademy.org.za or 031-313-3364 and provide her with the name and address of your farm. The DVD set consists of two DVDs with four modules on integrated pest management, being Citrus Pest Monitoring, Introduction to IPM, Pre-Harvest Blemish Analysis and Interpreting Monitoring Results. In addition, the set contains a CD with various learning aids, including learner guides. Afrikaans translations of the learner guides will shortly be available on the website of the Citrus Academy, at www.citrusacademy.org.za.

SHIPPED 2011

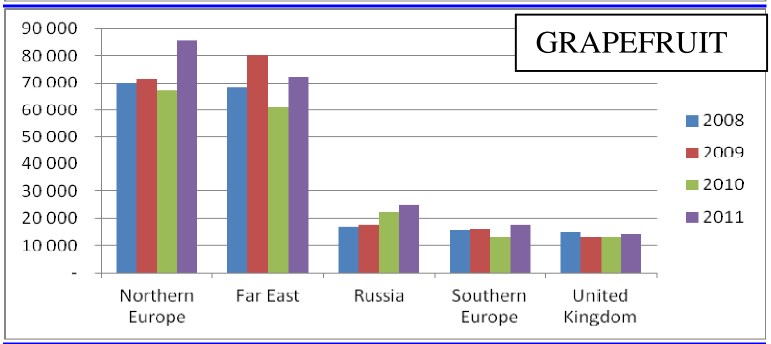
ALL FIGURES PRESENTED IN PALLETS



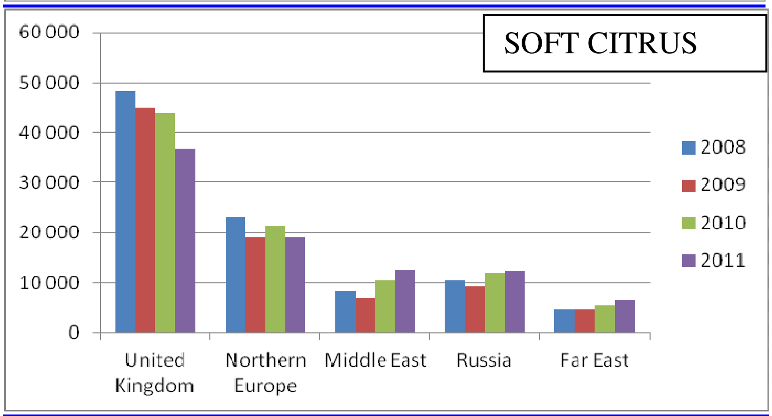
ORANGES: Only Far East and Asia received more oranges in 2011 than the previous year. After early difficult market conditions the Russian market volumes decreased to levels similar to 2008 and 2009. Northern Europe and Middle East can absorb in the order of 200 000 pallets, Russia 100 000 pallets, Far East, Southern Europe and UK between 60 and 70 000 pallets and Asia 40 000 pallets. The UK has steadily reduced orange imports from Southern Africa since 2008.



LEMONS: Most exporters report reasonable to good returns in the lemon market. The Middle East market is stable at around 45 000 pallets. The Russian market has been the growth market over the past four years, now the second largest in terms of lemon export volumes (at over 20 000 pallets). Northern Europe (20 000 pallets), Far East (10 000 pallets) and Southern Europe (7 000 pallets) are also very stable in terms of export volumes. As in oranges, the UK has shown a declining trend – now at just over 10 000 pallets.



GRAPEFRUIT: With a significantly bigger crop it is not surprising that all markets received more volume than 2010. Whereas over the past three years 70 000 pallets had been shipped to Northern Europe, in 2011 exporters shipped close to 85 000 pallets into that region. The Far East (predominantly Japan) received 10% more than in 2010 – just over 70 000 pallets. As with lemons, Russia was the growth market climbing to over 22 000 pallets. Volumes to Southern Europe and the UK were stable at about 10 000 pallets each.



SOFT CITRUS: Traditionally the UK has received 50% of Southern African soft citrus. Volumes to this destination have decreased consistently over the past four years, from 48 000 to 37 000 pallets. Growth has been in the Middle East (to over 10 000 pallets) and Far East (to 5 000 pallets) while Russia is stable at about 10 000 pallets.

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