FROM THE DESK OF THE CEO (11/12)

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MAKES YOU THINK "You can observe a lot by just watching" Yogi Berra

EXPORT VOLUME ESTIMATE 2012

The Citrus Marketing Forum confirmed the estimate prepared by the growers' variety focus groups, with an expectation that the 100 million carton market would be achieved (estimate 103 million 15 Kg cartons – which includes Swaziland, Mozambique and Zimbabwe).This estimate related to cartons packed and passed for export in 2012. This is 4% up on the reduced 2011 crop and similar to the record crop achieved in 2010.

Soft Citrus [figures in 15 kilogram carton equivalents]

Satsuma estimate for 2012 is 1.9 million cartons, 14% up on 2011's 1.7 million cartons, but almost spot on 2010's packed volume. The most significant differences are out of the Eastern Cape regions, as water availability and friendly climatic conditions lead to recovery. **Clementine** volumes are estimated to increase slightly from 2.5 to 2.6 million cartons (a 3% increase) – once again led by increased volumes from the Eastern Cape, but also increases in Western Cape – with Boland showing a decrease. **Mandarin** volumes for 2012 are estimated at 3.1 million cartons, up from 2.7 million in 2011 – a 15% increase. Once again the soft citrus focus group did an additional assessment on mandarin volumes – with the 3.1 million cartons divided into nova's (1 million), late mandarins (1.7 million) and other (350 000 cartons). Most of the increased volume is from the Nelspruit region. This results in a **total soft citrus** export volume for 2012 of 7.6 million cartons, up10% on the 6.9 million carton volume of 2011.

Grapefruit [figures in 17kilogram carton equivalents]

All grapefruit volumes are in 17 kilogram equivalents, as this is more readily recognised by the trade. This year total southern African volumes will be discussed (including Swaziland and Zimbabwe). **Red grapefruit** is estimated to reach 11.7 million cartons, down 2% on 2011's big crop of 12.2 million cartons. It is anticipated 25% of the crop will be smaller sized, while 32% will be bigger sizing – meaning that the sizing should meet market requirements. **White grapefruit** shows a decrease (1.7 million in 2012 as opposed to 1.9 million cartons in 2011). **Total grapefruit** volumes are estimated at 13.4 million cartons, a 6% decrease over the 14.3 million packed for export in 2011.

Lemons [figures in 15 kilogram carton equivalents]

Lemon volumes are expected to be 3% up on the 2011 final packed and passed for exports figure – 2012 estimate is 11.1 million cartons; 2011 actual was 10.8 million cartons. Senwes region (Groblersdal /Marble Hall area) has recovered from the hail and is back to a normal crop (36% up on 2011) – this accounts for most of the increase. This year the lemon focus group also looked at dividing the estimate into early (before end week 18), mid (weeks 19 to 34) and late (after week 34). Earlier lemon volumes will be lower (2011 2 million, 2012 1.8 million), mid lemons almost same as 2011 (8.2 million) and late season much higher than 2012 (2011 0.6 million, 2012 1.1 million).

Navels [figures in 15 kilogram carton equivalents]

The navel estimate is close to the crop achieved in 2010, being about 8% higher than the 2011 packed figure (2012 – 22.9 million; 2011 – 21.2 million; 2010 – 22.9 million). Most of this increase is due to a return to normal for the Senwes region, and a bigger crop out of the Western Cape. The distribution between early, late and Cara Cara navels in 2012 is 17.1 million, 5 million and 719 000 cartons as compared to 2011's 15.5 million, 4.9 million and 721 000 cartons. As expected earlier navels increase the most due to the Senwes recovery.

Valencia [figures in 15 kilogram carton equivalents]

Valencia Focus Group anticipates an increase of 4% (2011 44.2 million, 2012 46.1 million); but not to the record 2010 level (48.3 million). Growers feel that there could have been as much as 4 million cartons that was of an exportable quality, but was held back in 2011 as a result of poor marketing conditions.

Total Estimate for 2011 [figures in 15 kilogram carton equivalents]

In order to get to a total estimate of volumes packed and passed for export grapefruit volumes have been converted to 15 kilogram equivalents.

	Actual 2009	Actual 2010	Actual 2011	Estimate 2012
Grapefruit	15 m	13.4 m	16.2 m	15.2 m
Soft Citrus	6.8 m	7.5 m	6.9 m	7.6 m
Lemons	8.6 m	9.6 m	10.8 m	11.1 m
Navels	19.4 m	22.9 m	21.2 m	22.9 m
Valencia	38.4 m	48.3 m	44.2 m	46.1 m
Total	88.2 m	101.7 m	99.3 m	102.9 m

PLEASE NOTE THAT THIS IS NOW A SOUTHERN AFRICAN TOTAL (INCLUDING SWAZILAND, ZIMBABWE AND MOZAMBIQUE).

SOUTH KOREA

It seems almost certain the South Koreans will approve the import of grapefruit and lemons from South Africa in 2012. The proposed protocol is the same as that for sweet oranges. The Korean authorities require a list of producers (PUCs) that would potentially supply fruit. In the interest of providing such information quickly through to Seoul interested growers need to respond by Wednesday , 28th March 2012. The approach being adopted is this: If you would like to export grapefruit or lemons in 2012 then please email your PUC to Patrick at DAFF patrickmag@nda.agric.za **and** copy Elma at CRI ec@cri.co.za.

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