

FROM THE DESK OF THE CEO (17/12)

Justin Chadwick (4 May 2012)

QUOTE OF THE WEEK "I'm living so far beyond my income that we may almost be said to be living apart" E E Cummings

GRAPEFRUIT GROWERS DECIDE ON FUTURE OF MARKET DEVELOPMENT CAMPAIGN

This week grapefruit growers were sent documents regarding a proposed 2012 market development campaign. This follows a series of presentations on the 2010 and 2011 campaigns. The meetings held in Nkwalini, Onderberg, Letsitele, Hoedspruit and Limpopo River were well attended and indicated a wish to further explore the possibility of 2012 market development campaigns. Although the meetings all confirmed support for the new year campaign, the level of support will be finally determined through a contract between CGA and the grower. This contract would confirm the amount payable by each grower, the terms of payment and the campaign to be funded. A steering committee would be formed by the Grapefruit Focus Group. This Steering Committee would guide the campaign should it be instituted.

Two separate campaigns are envisaged – one in the UK and one in Japan. To initiate either campaign, at least 75% of the volume destined for that market must be signed up by 11 May (next Friday).

Grapefruit growers are requested to return documentation to CGA at 031 765 8029 by 11 May 2012.

IMPORTANT NOTICE TO EXPORTERS TO RUSSIA

The PPECB has sent the following notice out to the industry:

"Note that hard citrus (Valencia, Lemon, Grapefruit) can henceforth be loaded at ambient temperatures to Russia. A T13 dispensation is needed from PPECB in this regard. Please refer to the Citrus Handling Protocol or HP01 as it also known on the PPECB website www.ppecb.com for the rules pertaining to ambient loading of citrus fruit."

IT IS ALL ABOUT THE PEOPLE

The southern African citrus industry has been fortunate to have attracted some real talent in the past, and continues to do so today. Whether one attends the bi annual research symposium, Cool Logistics Africa, the Citrus Marketing Forum or any other event involving the citrus industry debate is always robust and often tensions are exposed. In all these meetings the goal is to improve the way that the industry operates – CONTINUOUS IMPROVEMENT. And to continuously improve we need a continuous inflow of new talent; with the new talent being mentored, managed and directed by those who are already legends in the industry. The Citrus Academy was formed by the citrus growers to ensure this flow of new talent. You can play your role as illustrated by the following message:

"At the Citrus Academy, Candice will start next week with arrangements for Bursary Fund students to do holiday work in June / July. If you are able to take on students this year, please contact her at (031) 313-3364 or candice@citrusacademy.org.za. Remember, the Citrus Academy depends on your support!"

LEVY REFERENDUM

Thank you to all the growers who have returned completed referendum forms. Please could those who have not completed the forms get them back to CGA by fax 031 765 8029 before next Friday 11 May 2012.

PACKED AND SHIPPED

Shipped figures for 2012 are still considered unreliable – hopefully by next week this will be resolved. Packing is at least two weeks behind the normal, with a tendency towards smaller sizing. The Lemon Focus Group is the only group to have changed from their original estimate – with the latest prediction ½ million cartons less at 10.6 m cartons.

To Week 18 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
SOURCE: PPECB	2010	2011	2012	2011	2012	2012	2012	2011	2011
Grapefruit	2.4 m	2.9 m	2.1 m			15.2 m	15.2 m	16.2 m	15.3 m
Soft Citrus	2.5 m	2 m	1.6 m			7.6 m	7.6 m	6.9 m	6.7 m
Lemons	2.5 m	2 m	1.4 m			11.1 m	10.6 m	10.8 m	10.2 m
Navels	1.1 m	0.7 m	0.2 m			22.9 m	22.9 m	21.2 m	
Valencia	-	-	-			46.1 m	46.1 m	44.2 m	61.7 m*
	8.5 m	7.6 m	5.3 m			102.9 m	102.4 m	99.3 m	93.9 m

* All oranges

**GROWER FUNDED ACTIVITIES OF THE CGA, CRI AND CITRUS ACADEMY
ENSURE A GLOBALLY COMPETITIVE SOUTHERN AFRICAN CITRUS INDUSTRY**