FROM THE DESK OF THE CEO (24/12)

Justin Chadwick (22 June 2012)

QUOTE OF THE WEEK “The Dalai Lama, when asked what surprised him most about humanity, answered “Man. Because he sacrifices his health in order to make money. Then he sacrifices money to recuperate his health. And then he is so anxious about the future that he does not enjoy the present; the result being that he does not live in the present or the future; he lives as if he is never going to die, and then dies having never really lived”.

CELEBRATE SUCCESS: Further Springbok and Baby Bok victories; now let’s see if the Boks can put the perfect game together incorporating the second half of the first test, and the first half of the second test.

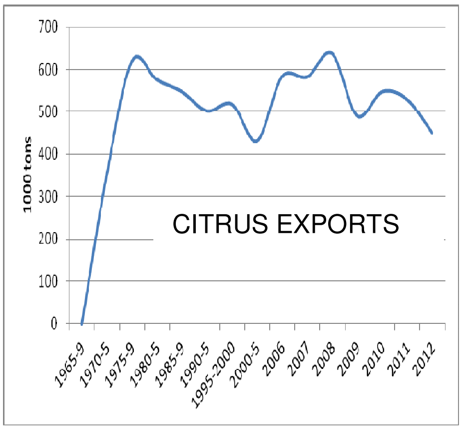
CLEMENGOLD LAUNCH

Congratulations to Abs van Rooyen, Michelle Kruger and all “clemengolders” on the launch of the 2012 Clemengold season. This product has brought much needed excitement and “pizzazz” into the citrus category – which has lagged behind other fruit types in this regard. The interest around this branded product will spill over to general interest in all citrus categories, and hopefully awaken the entrepreneurial and innovative spirit in other role players and drive growth in the citrus industry. The value added products (chocolate, sorbet, ice cream and juice) also shows what can be achieved with a visionary outlook.

CITRUS LOGISTICS FORUM (CLF) MEETING DURBAN, FRIDAY 6 JULY 2012

CGA and FPEF will be hosting the next CLF meeting in Durban on Friday, 6th July 2012 @10h00 at the UKZN, Howard College Campus in Glenwood. The theme for this meeting is Enabling Sustainable Citrus Transport Services within the Durban Port. The critical points under discussion will be, 1) load placement, cargo securing and damage prevention on long haul road trucks, 2) truck congestion and bottlenecking, direction for the development of the 1-Citrus ITMS, 3) optimization of citrus reefer haulage in Durban, 4) citrus rail developments, the way forward, and 5) DCT 3 year berth upgrades, how the citrus industry should respond? Growers, we need your help, if we are to facilitate these critical points cohesively it is necessary and vital to include participation from the transporters that load citrus regularly or brokers who are involved in citrus transport to Durban. The problem of trucks loaded with citrus that are delayed in Durban must be resolved or at least managed, pallet damages received on road trucks must be sufficiently reduced and the haulage of citrus containers in Durban (which is now up to 80% of how citrus is routed out the port) needs to be better facilitated. Please advise your transporters and brokers to send a representative to this important meeting so these and other issues can finally receive some proper attention. These problems are costing you, the growers, enormous amounts of money.
For more information contact Mitchell on mitchell@cga.co.za or 031 7652514.

MOROCCO



Exports of citrus from Morocco showed tremendous growth in the 1960’s and 1970’s – but since 1980 volumes have fluctuated between the 500 and 600 000 ton level. The country has a significant domestic consumption – although production increased from 1 755 000 tons in 2010/11 to 1 866 000 tons in 2011/12 – exports decreased from 529 000 to 451 000 tons over the same period (source GAIN report). It is reported that the citrus crop for the 2012/13 season has been significantly damaged by the strong heat waves that hit Morocco during the first half of May, with much of the losses occurring in the small citrus fruits. The region of Souss-Massa-Draa has reportedly suffered the most from the damage to its citrus plantations from the hot weather conditions. According to local agricultural experts, many of the orchards in the region have suffered up to 60-70 percent losses in the Clementine’s fruit-settings, which could be devastating to their next season harvest.
The Moroccan government’s “Green Morocco” policy aims to lease 20 000 Ha of state land for agricultural production (mostly citrus). Support payments are paid out for new citrus plantings at US$1 550 per hectare. This could see an increase of export volumes to 1.4 million tons by 2020.

PACKED AND SHIPPED

To Week 25 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	9.2 m	10.8 m	9.8 m	10.2 m	9.4 m	15.2 m	11.9 m	16.2 m	15.3 m
Soft Citrus	5.3 m	4.9 m	4.8 m	4.5 m	4.2 m	7.6 m	7.1 m	6.9 m	6.7 m
Lemons	5.8 m	5.2 m	4.7 m	4.7 m	4.2 m	11.1 m	10 m	10.8 m	10.2 m
Navels	11.9 m	10.9 m	11.3 m	6 m	7.4 m	22.9 m	21.9 m	21.2 m	
Valencia	1.5 m	1.8 m	2.2 m	0.4 m	0.6 m	46.1 m	46.1 m	44.2 m	61.7 m*
	33.7 m	33.6 m	32.8 m	25.8 m	25.8 m	102.9 m	97 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