

FROM THE DESK OF THE CEO (25/12)

Justin Chadwick (29 June 2012)

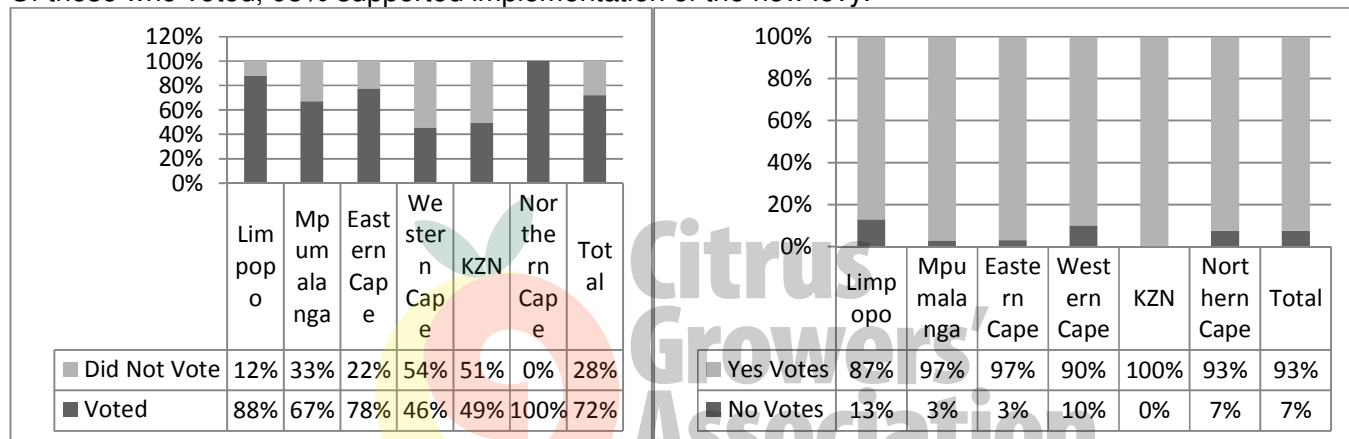
QUOTE OF THE WEEK "I notice increasing reluctance on the part of marketing executives to use judgment; they are coming to rely too much on research, and they use it as a drunkard uses a lamp post; for support rather than for illumination." David Ogilvy

CELEBRATE SUCCESS: A fantastic win by the Baby Bokke (U20's) over New Zealand – previously unbeaten in this competition.

CITRUS LEVY APPLICATION LODGED

During May the CGA finalised the referendum regarding the new citrus levy covering the years 2013 to 2016. The votes have now been tallied – in total 72% of growers (by area) voted. Voting in the Western Cape and KZN was disappointing, with less than 50% of growers voting in those regions. In other regions the voting levels were acceptable.

Of those who voted, 93% supported implementation of the new levy.



On the basis of this vote, on 15 June 2012 the CGA lodged an application with the Minister of Agriculture, Forestry and Fisheries for a new levy to be administered by the Association.

CITRUS MARKETING FORUM

In previous years the mid-term CMF meeting had been poorly attended, and it had been decided that the meeting in 2012 would be held "if requested". Growers and export agents have indicated that they do not require a meeting, and so the meeting is cancelled. Information on crop and markets has been sent to CMF members.

CITRUS RESEARCH INTERNATIONAL (CRI) – CALL FOR DIRECTOR NOMINATIONS

With the resignation of Kobus de Kock the CGA is calling on growers to nominate a suitable candidate for the Board of CRI, to join other grower representatives Hoppie Nel, Piet Smit (Letsitele), Louis von Broembsen, Deon Joubert and Fanie Meyer. Please send nominations to justchad@iafrica.com, including a short CV.

I would like to thank Kobus for his contribution to the governance of CRI, and his sage advice over the years, particularly with respect to his leadership of the Integrated Pest Management Committee.

Staying with the CRI – growers are reminded of the biggest research event in South Africa – the CRI Research Symposium which takes place from 19-22 August 2012 at the Champagne Sports resort in the Drakensburg (www.citrusresearchsymposium.co.za) – if you are in any way associated with or interested in citrus research you cannot afford to miss this event.

PACKED AND SHIPPED

To Week 26 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	10 m	11.7 m	10.3 m	11.7 m	9.8 m	15.2 m	11.9 m	16.2 m	15.3 m
Soft Citrus	5.6 m	5.1 m	5.1 m	4.9 m	4.7 m	7.6 m	7.1 m	6.9 m	6.7 m
Lemons	6.2 m	5.7 m	5.1 m	5.1 m	4.6 m	11.1 m	10 m	10.8 m	10.2 m
Navels	14.1 m	13 m	13.6 m	7.9 m	9.6 m	22.9 m	21.9 m	21.2 m	
Valencia	2.8 m	3.3 m	3.8 m	0.9 m	1.2 m	46.1 m	45.4 m	44.2 m	61.7 m*
	38.7 m	38.8 m	37.9 m	30.5 m	29.9 m	102.9 m	96.3 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**