FROM THE DESK OF THE CEO (44/12)

Justin Chadwick (9 November 2012)

QUOTE OF THE WEEK "Action expresses priorities" Mahatma Gandhi

BACTROCERA INVADENS (BI) TRAPPING

Due to a well planned BI Action Plan, early detection through comprehensive trapping, an effective public private partnership and both industry and government funding, South Africa has been successful in eradicating BI over the past three years. Early detection is critical in this process – and is the key reason why growers throughout southern Africa have been encouraged to hang and service at least one BI trap per production unit. The Department of Agriculture, Forestry and Fisheries deem trapping to be so important that they made the submission of BI trap records for 2012 a prerequisite for registration for export markets in 2013. Despite many reminders, there are some growers who did not trap for BI in 2012. DAFF have thrown out a lifeline in terms of the following ruling for those who failed to trap for BI during 2012;

1. Provisional phytosanitary registration for all PUCs pending that each PUC shall provide surveillance/ trapping results from November 2012 to end of March 2013;
2. All the trapping results must be submitted before the end of the first week of April 2013
3. PUCs that do not provide trapping results for *B. invadens* by the first week of April 2013 shall not be approved for participating in the export to certain markets in 2013, and fruit from those PUCs will not be certified;
4. It is emphasized that a) each producer should ensure trapping for *B. invadens* in their orchards, b) ensure that the traps are numbered correctly and are regularly serviced, and c) ensure that data is captured correctly according to the trapping procedures and all sections are completed.

There is a prescribed manner for recording of BI traps (see Cutting Edge number 150 "Reminder for BI surveillance per PUC" on "What's New" section of www.cga.co.za). REMEMBER – even a nil record needs to be recorded and submitted.

CRI AND CGA BOARD MEETINGS

Citrus Research International (CRI) is to hold a Board meeting on 12 November; while the CGA Board will hold theirs on 20 November 2012. One of the important orders of business is to finalise the research budget for 2013/14. The CGA Board will also be electing its leadership and representation on other Boards and bodies. Special attention will be given to the key focus area of market access with input emanating from last week's market access workshop.

MARKET PRIORITISATION

CGA contracted Promar to assist in determining the priority markets for southern African citrus. As a first step in this process a desk top exercise was conducted to determine the attractiveness of 27 selected markets in Eastern Europe, Middle East, Asia and Africa. The objective was to determine the three most attractive markets in each of these regions based on an economic score (which included GDP/capita and GDP growth; middle class and urban population trends; and grocery spend) and a commodity score – broken into oranges, grapefruit, lemons and soft citrus (which included consumption per capita; southern hemisphere imports; import growth; import prices; competitor position and tariffs).

The study is available to all CGA members – if you would like a copy please mail justchad@iafrica.com

LIMPOPO SITRUS BOEREDAG

On 26 November 2012 the popular Limpopo Sitrus Boeredag will be held again, this time at The Farmyard, Polokwane. The topics for the day include citrus specific issues such as new cultivars and packaging, and wider macroeconomic factors such as the political climate and the future of farming. I am privileged to have a slot on the agenda – and look forward to visiting with growers in the region. For a copy of the program or any other information contact Dia van Staden dia@jouradio.co.za or 0837261180. Please note that there is no registration fee, but space is limited so register with Dia as soon as possible.

PACKED AND SHIPPED

There are concerns regarding the reliability of shipped data and therefore have been excluded. Over the past week only 53 000 cartons of valencia's were packed as the season winds down

To Week 45 Million 15 Kg Cartons	Packed	Packed	Packed	Original Estimate	Latest Prediction
SOURCE: PPECB	2010	2011	2012	2012	2012
Grapefruit	12.5 m	14.5 m	12.8 m*	15.2 m	12.8 m
Soft Citrus	7.5 m	6.9 m	7.6 m	7.6 m	7.6 m
Lemons	9.6 m	10.7 m	10.6 m**	11.1 m	10.6 m
Navels	22.9 m	20.7 m	23.6 m	22.9 m	23.6 m
Valencia	46.6 m	41.4 m	47.2 m***	46.1 m	47.2 m
	99 m	93.9 m	101.8 m	102.9 m	101.8 m

'* RSA 12.1 m; Swazi 0.6 m; Zim/Moz 0.1 m ** RSA 10.5 m; Swazi 0.1 m; *** RSA 44.3 m; Swazi 0.9 m; Zim/Moz 2 m; ****All Oranges

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