

FROM THE DESK OF THE CEO (48/12)

Justin Chadwick (7 December 2012)

QUOTE OF THE WEEK “Experience is that marvelous thing that enables you to recognize a mistake when you make it again” **Franklin P Jones**

SPECIAL EXPORT MARKET REGISTRATIONS

DAFF have completed capturing all applications for phytosanitary registrations. Growers have until the 14th December 2012 (basically 7 days) to check that the information captured is actually correct. Please do this by viewing PUC details on either the CGA website (www.cga.co.za, under Current Affairs) or on the DAFF website (www.daff.gov.za). Look to see if the orchards names have been captured correctly. Separately, the PHC list has also been published and can be found on these websites for confirmation.

DAFF have highlighted cases where more information is need for some PUCs. Without this outstanding information the affected PUC will not be registered in March 2013.

Any changes can be forwarded to the following officials below:

To: PatrickMag@daff.gov.za; 012 319 6235; EricMu@daff.gov.za; 012 319 6289

Cc: JulietM@daff.gov.za; 012 319 6178; ElelwaniTh@daff.gov.za; 012 319 6067

TREE CENSUS

John Edmonds is busy updating the CGA tree census (projected completion date end January 2013). All growers should have received an sms in this regard (thanks to all those who were quick off the mark in completing their census). Growers will be sent a weekly reminder targeted at those that remain outstanding – the idea being to wear you down with sms's until you succumb and take the 10 to 20 minutes needed to complete your census figures. If you have not received a reminder, please let John know (johned@cga.co.za) so that we can ensure your information is captured.

DATES FOR 2013

We are now in December and about 25 days away from 2013 – so if you have not purchased a 2013 diary yet; now is the time to do so. The first items to diarise are as follows; **CGA ROADSHOWS** 18 February **Zimbabwe and Nkwalini**; 19 February **Pongola, Swaziland and Limpopo River**; 20 February **Letsitele, Hoedspruit and Nelspruit**; 21 February **Senwes and Onderberg**; 26 February **Boland, Western Cape and Patensie**; 27 February **Oranje Rivier and Sundays River**; 28 February **Vaalharts and East Cape Midlands**; 5 March **Southern KZN**. **CRI PACKHOUSE WORKSHOPS** 29-30 January **Limpopo**; 31 January – 1 February **Mpumalanga**; 12-13 February **KZN & Swaziland**; 14-15 February **Eastern Cape**; 19-20 February **Western Cape**. **Venues and times to follow.**

VARIETY FOCUS GROUPS Suggested Tuesday 12 March **CGA BOARD** Suggested Wednesday 13 March

CITRUS MARKETING FORUM Suggested Wednesday 14 March.

WEBSITE

Gloria has been working on the new website design – please have a look at www.cga.co.za and let us know what you think of it.

CITRUS MARKETING FORUM: MARCH 2013

The CMF has been part of the citrus landscape for some time – with many calling for a revamp. In October the CMF included a workshop on Market Access – those who attended indicated that it was useful and added value. It has been decided to try this new format out at the CMF scheduled for 14 March 2013 – with the focus this time on **INFORMATION**. The idea being that the morning session (say 09.30 to 13h00) will be dedicated to discussing information needs of the industry. This would include a discussion on **estimates** (how are they developed, what do they look like for 2014, compare different ways of doing estimates); **weekly packed and shipped data** (plans for 2014; upgrades); **tree census; long term model**; data sharing with **SHAFFE and CLAM** (including feedback from Fruit Logistica) and identification of any **information gaps** (such as prices and costs of production). The afternoon (say 13h45 to 16h00) would then cover any other CMF business (such as anticipated market conditions, DAFF feedback, PPECB feedback etc).

Feedback on this concept, and any additional items to discuss under the information session, would be appreciated. Please send input to justchad@iafrica.com

PACKED AND SHIPPED: No change from last week