

FROM THE DESK OF THE CEO (26/13)

Justin Chadwick (28 June 2013)

QUOTE OF THE WEEK “He who fails to plan is planning to fail” Winston Churchill

CGA STRATEGIC PLANNING SESSION

On the 12th and 13th June the CGA Board organized a strategic planning workshop. Previous CGA strategic planning sessions were held in 1999, 2001, 2004 and 2010. Since 1999 five of the strategic objectives of the CGA have remained unchanged (but for slight wording changes); **Fund, Control and Implement Research and Development; Gain, Retain and Optimise Market Access; Administer, Fund and Resource the CGA Group; Provide Product and Quality Assurance** and **Representation** (with the focus in 2010 on government relations). **Drive Industry Transformation** was added in 2004 and carried through in 2010. Also added in 2010 were **Assist Grower Profitability and Sustainability** and **Facilitate Efficient Logistics**.

The workshop was facilitated by Louis von Broembsen, whose in depth knowledge of the industry allowed for a constructive two days. As a lead in to the workshop we had presentations by Elaine Alexander of SA Table Grapes (on the Fruit Industry Social Compact); from Paul Hardman (on how South Africa stacks up in the international citrus arena); from Lukhanyo Nkombisa (on the Citrus Growers' Development Chamber and government interaction with regard to a commodity approach); and Stuart Symington from PPCB (on the image of the citrus industry and its interaction with government). The presentations sparked some interesting discussions and lead in well as we tackled Louis' participian method of developing the CGA's strategic objectives and action plans. Stuart urged the delegates to think outside the box, to be brave and to think big.

To help us think big the Board invited three young growers to attend the workshop, all of whom contributed handsomely.

Once the final report has been compiled and considered by the CGA Board; it will be presented to grower members for endorsement. In essence the workshop confirmed the focus of the Association – making some recommendations regarding the “how” and “by whom” different activities are carried out.

As part of the exercise the delegates mapped out a SWOT analysis – some of which are presented below;

STRENGTHS	OPPORTUNITIES
Transformation portfolio's government relations	Transformation and social upliftment
Grower communication	Enhanced collaboration with government
Access to information	Land reform policy changes
River Bioscience and XSIT	Development of market in Africa
Food Safety Assurance	Compliance with SIZA
Citrus Academy	Citrus industry culture
CRI and Citrus Improvement Scheme	Mechanisation
Research	Wider access to USA market
Market Access	Citrus Greening affecting competitors
Levy administration and corporate governance	BRICS developments
Good base from which to improve, take new direction	NDP as cornerstone of policy direction
WEAKNESSES	THREATS
Not extracting value from Fruit South Africa (lone ranger)	Water quality
Clumsy board structure	Phytosanitary threats
Image not well promoted	EU phytprotectionism
Market access inputs to DAFF	Government competence and capacity
Logistics interventions.	Technical barriers to trade
Phyto registrations	Political instability in EU and Middle east
Relationships with Government	Diminishing levy base
Labour relations management	Political and economic policy instability
Alternative measures to cold steri	Impact of labour instability
Incomplete grower database	Input costs and inflation
Insufficient attention to transformation	Citrus greening and biosecurity
Management of reserves	Land reform policy changes

CITRUS BLACK SPOT (CBS) – COMMITMENT TO COMPLIANCE

The fifth CBS Bulletin will be distributed today – covering pest free areas and pest free places of production. **To date there have still been no official notifications of consignments from South Africa intercepted for CBS in the EU.**

PACKED AND SHIPPED

To Week 26 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB	2011	2012	2013	2012	2013	2013	2013	2012
Grapefruit	11.7 m	9.9 m	13.7 m	9.1 m	11 m	15 m	16.9 m	13 m
Soft Citrus	5.1 m	5.1 m	5.2 m	4.9 m	4.5 m	8.2 m	7.8 m	7.6 m
Lemons	5.7 m	5.2 m	6.7 m	4.8 m	6 m	11.1 m	10.3 m	10.5 m
Navels	13 m	14 m	12.6 m	10 m	7.9 m	24.9 m	23.9 m	24.6 m
Valencia	3.3 m	3.9 m	2.7 m	1.6 m	1 m	47.7 m	47.7 m	47.2 m
Total	38.8 m	38.1 m	40.9 m	30.4 m	30.4 m	106.8 m	106.6 m	103 m

SOUTHERN AFRICAN CITRUS GROWERS' FUND THEIR FUTURE THROUGH THE LEVY ADMINISTERED BY THE CGA