

FROM THE DESK OF THE CEO (11/14)

Justin Chadwick (28 March 2014)

QUOTE OF THE WEEK "Someday, following the example of the United States of America, there will be a United States of Europe" George Washington

THE US PROGRAM

I have missed out for fifteen years!!! That is how long the Western Cape Citrus Producers' Forum (WCCPF) has been holding planning meetings for the forthcoming citrus export program to the US. This year I attended for the first time and really regret not having attended earlier – the WCCPF have developed and nurtured a special bond with stakeholders in the supply chain to the US. This was clearly evident by the friendly banter at the reception dinner, and the large number of people with foreign accents in the Citrusdal area (many locals used up all their English for the year in just two days). Even the US Consul-General was there!!! And Erica Barks-Ruggles only had good things to say about the South African citrus growers and the US program – made one proud to be associated with this industry. This pride was enhanced by the fantastic rendition of the South African and US national anthems. Congratulations to Johan Mouton, Suhanra Conradie, Gerrit van der Merwe, Piet Smit and all the others who worked so hard on making the event truly special.

It was also a great opportunity to spend some time with DAFF and USDA APHIS in a more relaxed environment. The timing was great as USDA APHIS and DAFF held their bilateral discussions the day before the WCCPF USA Planning session and they were able to attend the presentations, getting more insight into the operational aspects of the program. In the bilateral the officials hammered out the basis for a pilot project that, if successful, could herald a review of the present cold treatment requirements. The bilateral also covered the use of southern ports in the US, and access for other regions in South Africa. Officials also got to visit the Sterile Insect Technique facility (XSIT) and some citrus orchards. Thank you to the DAFF officials for their continued support of the citrus industry (Alice Baxter, Ernest Phoku and your teams). A big thanks also to the USDA APHIS officials who travelled to South Africa for the bilateral – Mike, Paul and Dennis. A lot of work was done by US Embassy staff before the bilateral – Russell Duncan and Nicolas Rubio were instrumental in keeping everything on track.

CITRUS IMPROVEMENT SCHEME (CIS)

What will SA citrus industry look like by 2020, 2025, 2030 and beyond? The answer to that question surely lies in the quality of every single citrus tree that gets planted in the ground now. Being able to provide any assurances about the quality of that plant material is defined by the scope and status of the CIS. The National Agricultural Marketing Council (NAMC), on behalf of the Registrar of the Plant Improvement Act, is holding a workshop to debate the CIS as a statutory scheme under the Plant Improvement Act (Act 53 of 1976) (PIA). The workshop will be held on 9 April 2014 from 09h30 (for 10h00) until 16h00 at the Birchwood Hotel & Conference Centre, View Point Rd, Boksburg and is of paramount importance to citrus growers.

Relevant documents are on the CGA website. You are encouraged to participate in the debate. Please confirm your attendance to Mathilda van der Walt at Mathilda@namc.co.za before 1 April 2014.

ROBBIE ROBINSON LEAVES PPECB

After 35 years at PPECB Robbie Robinson bids us farewell. Robbie has made valuable contributions at many citrus meetings over the years – his knowledge of his field of expertise (the cold chain) has always left the audience informed and empowered. Good luck in this next chapter of your life Robbie.

PACKED AND SHIPPED

2014 has begun a little later than 2013 (similar to 2012).

To end week 12 Packed 15kg equivalents	Packed 2012	Packed 2013	Packed 2014	Shipped 2013	Shipped 2014	Original 2014 estimate
GRAPEFRUIT	9 998	86 676	4 779	112	35	15 850 844
LEMONS	311 499	575 027	354 964	274 240	227 280	12 134 692
SOFT CITRUS	188 634	205 864	79 880	51 100	24 570	9 204 454
NAVELS	740	30 198	1 437			25 813 680
VALENCIA	29 705	51 383	23 291	12 550	8 160	47 012 000
RSA Total	540 576	949 148	464 351	338 002	260 045	110 015 670

Excludes Zimbabwe, Swaziland and Mozambique

**GROWERS' ENSURE A COMPETITIVE AND SUSTAINABLE SOUTHERN AFRICAN CITRUS INDUSTRY BY
FUNDING AND CONTROLLING THE CGA GROUP (CRI; CITRUS ACADEMY; CGACC; RB AND XSIT)**