FROM THE DESK OF THE CEO (12/14)

Justin Chadwick (4 April 2014)

QUOTE OF THE WEEK "Politics is the skilled use of blunt objects" Lester B Pearson

THE FRUIT INDUSTRY VALUE CHAIN ROUND TABLE (EXTRACT FROM FIRST BULLETIN)

Following the fruit industry's request for the establishment of a value chain round table within the fruit sector, the inaugural sitting of the Fruit Industry Value Chain Round Table (FIVCRT) took place on the 28th of February 2014 at the City Lodge, OR Tambo International Airport. The FIVCRT is a partnership between government, the fruit industry as well as labour and its aim is to foster collaborative industry-government actions that help to secure an enduring competitive advantage for the fruit sector. The FIVCRT is envisaged to involve all critical role players within the entire fruit value chain.

The FIVCRT will, amongst others, influence policy and strategy development, contribute to the development of joint solutions to respond to industry crisis, provide a platform to jointly address food safety, employment and labour issues, jointly advocate for market access and improved trade conditions, guide and direct scientific research, etc. Records of critical decisions taken at every VCRT meeting will be communicated to the entire fruit industry in the form of bulletins and other forms of relevant communication methods. The first bulletin can be found on the CGA website (www.cga.co.za) and the fruit industry must look forward to other bulletins after every sitting of the FIVCRT.

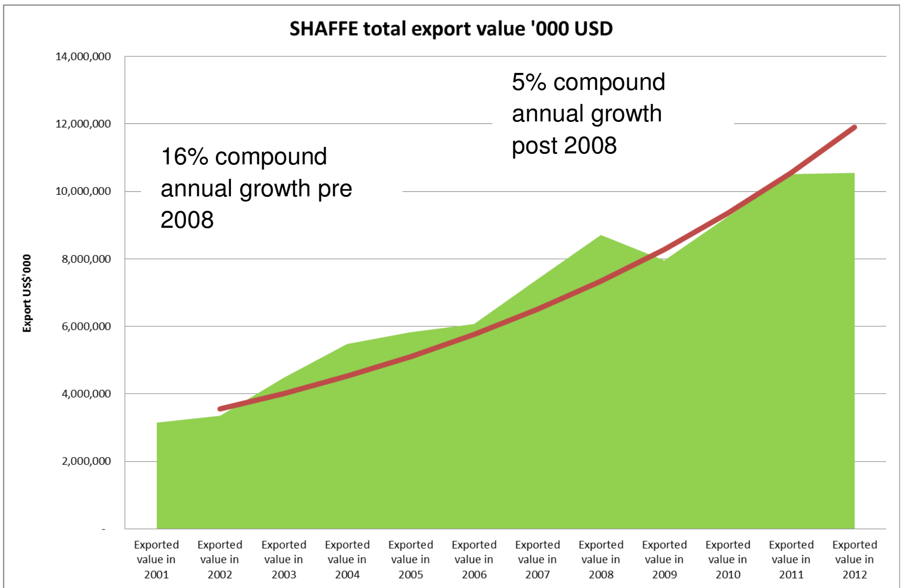
RECORD OF DECISIONS: Following a decision to adopt the Fruit Industry Social Compact (FISC) as a point of departure for the work of the FIVCRT, the inaugural meeting decided on the formation of the following working groups: Employment and worker welfare (Leader: Mr. N. Pieterse); Trade (Leader: Mr. J. Chadwick); Transformation (Leader: Mr. A. Rabe); Resources (Leader: Mr. A Kruger); and Research and development (Mr. W. Bestbier).

The working groups are based on the six work streams identified in the FISC. Between the inaugural meeting and the next meeting of the FIVCRT, the five working groups are expected to do the following: Working group leaders will identify five priority areas for their respective groups and also identify relevant stakeholders to participate in the working groups; Working groups will develop terms of reference (ToRs) and action plans; The ToRs and action plans for other established VCRTs will be circulated to FIVCRT stakeholders as a form of reference; The ToRs and action plans for all working groups will be presented at the next FIVCRT meeting for further inputs and adoption.

The date of the next meeting is 27 May 2014.

Thanks to Elaine Alexander and Billy Morokolo who jointly chaired the inaugural meeting and Elvis Nakala for taking on the secretarial duties (including the first Bulletin). We wish Elaine all the best as she takes up the position of Deputy Director General: Economic Development, Trade and Marketing at DAFF; Derek Donkin now takes over as co-chair.

SHAFFE STATISTICS



The SHAFFE secretariat presented interesting data regarding the export value from SHAFFE members (Argentina, Australia, Brazil, Chile, New Zealand, Uruguay and South Africa. Before the global financial crisis SHAFF exports were soaring along at 16% annual growth; the GFC put a brake on that and since 2008 export value has grown at a more sedate 5% annually. The growth before 2008 was driven by Europe who absorbed 43% of the product and grew annually at 16%; since 2008 Europe still accounts for 40% of the product but has grown at 0%.

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