

FROM THE DESK OF THE CEO (17/14)

Justin Chadwick (9 May 2014)

QUOTE OF THE WEEK "If you obey all the rules, you miss all the fun" Katharine Hepburn

CBS INFORMATION

As the citrus season starts to gather momentum and volumes start to increase, it is essential that all in the supply chain know the latest developments with regard to CBS, and know what their responsibilities are in terms of reducing the risk of CBS interceptions in the EU. CGA has tailor made information to various stakeholders – a grower advisory has been sent to all growers in order to keep them focussed on controls and monitoring; while a weekly CBS Risk Management in Action one pager has been distributed to all South African citrus stakeholders – this week will see the fourth edition. Growers who have not received the advisory, and any stakeholder who would like to be added to the bulletins distribution list are asked to contact justchad@iafrica.com

CBS DECISION PENDING

During last week's Standing Committee on Plant Health discussions on CBS a blocking minority of Southern European Member States prevented the adoption of the Commission proposals on measures in respect of certain citrus fruit originating in South Africa to prevent the introduction of CBS.

No compromise could be reached during the meeting on the latest Commission proposal. The point has been postponed until next Standing Committee taking place on 26-27 May.

In the meantime the provisions of directive 2000/29 continue to apply (these are the same provisions that were in place at the beginning of the 2013 season).

CITRUS EXPORT WORKSHOP FOR EXPORT AGENTS, COMMERCIAL COLD STORES, FORWARDING AGENTS AND PACKHOUSE MANAGERS

DAFF is organising a special workshop session for all Cold Stores, Exporters, Forwarding Agent and Packhouse Managers who were not able attend the previous workshops conducted in March. The programme will be divided into two sessions; the 1st session will be Exporters, Commercial Cold Stores, Forwarding Agents from 09:00 until 10:30 and the second session will be pack house managers from 11:00 until 12:30. Please confirm availability and attendance to assist in the logistical arrangements.

Venue: Hamilton Forum, 140 Hamilton Street; Arcadia; Pretoria; Date: 16 May 2014; Time: 09:00 to 12:00

COMPETING AGAINST JUNK FOOD

A recent article in *Landbouweekblad* makes for interesting reading. Johan van Deventer (MD of Freshmark) noted that the average American child is exposed to 5 500 advertisements for junk food (the Afrikaans word "gemorskos" is much more descriptive) per annum, as against just 100 advertisements for fresh fruit and vegetables. We are losing the battle and better marketing is needed – the fast/junk food giants have massive advertising budgets and we just cannot compete. Obesity ("vetsug" is another Afrikaans gem) in America is a huge problem (excuse the pun); and is also becoming a problem in other countries (South Africa included) – a move towards healthy eating could reverse this trend. Other important aspects that need attention by the fresh produce industry are – food safety, GMO's and organic food, biotechnology, sophisticated labour, reducing waste, economies of scale and clever marketing.

PACKED AND SHIPPED

To Week 19 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB	2012	2013	2014	2013	2014	2014	2014	2013
Grapefruit	3.2 m	4.4 m	3.5 m	1.7 m	1.7 m	16.8 m	16.8 m	17.9 m
Soft Citrus	1.8 m	2 m	1.9 m	1.5 m	1.7 m	9.2 m	9.2 m	8.4 m
Lemons	1.7 m	2.7 m	2.6 m	1.7 m	1.9 m	12.1 m	12.1 m	10.6 m
Navels	0.5 m	0.6 m	0.3 m	-	-	25.8 m	25.8 m	25.4 m
Valencia	-	0.1 m	-	-	-	49.5 m	49.5 m	51.4 m
Total	7.2 m	9.8 m	8.3 m	4.9 m	5.3 m	113.4 m	113.4 m	113.7 m

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