

FROM THE DESK OF THE CEO (21/14)

Justin Chadwick (6 June 2014)

QUOTE OF THE WEEK “Arguing with idiots is like playing chess with a pigeon; no matter how good you are at chess the pigeon is going to knock over the pieces, cr*# on the board and strut around like it’s victorious” Anon

FRUIT SOUTH AFRICA APPOINTS FIRST CHIEF EXECUTIVE OFFICER

The Fruit South Africa Board is delighted to announce the appointment of Dr Konanani Liphadzi as the first Chief Executive Officer of Fruit South Africa (FSA).

Dr Liphadzi comes with a wealth of experience in the agricultural sector. After graduating with a Masters degree in agronomy at Pretoria University she completed her PhD at Kansas State University in the USA. She recently completed her Master of Business Leadership (MBL) at UNISA. She has useful government experience including the position of Senior Manager in the Limpopo Department of Agriculture and latterly as Chief Director of Agriculture in the Gauteng Department of Agriculture and Rural Development.

Derek Donkin, Chairman of Fruit South Africa welcomed Dr Liphadzi to Fruit South Africa, “This is a momentous occasion for the fruit sector. For years we have discussed the option of resourcing Fruit South Africa, and now we have found the right person for the job.

Initially Dr Liphadzi will focus on bedding down the SIZA (ethical trading) initiative, expanding consumer assurance to include environmental issues and coordination of market development activities. In addition she will further discussions with government on the social compact and become involved with the Fruit Industry Value Chain Round Table.”

Dr Liphadzi has an office in Brooklyn, Pretoria.

CITRUS BLACK SPOT INFORMATION SESSIONS

It is important that all roleplayers in the South African citrus supply chain to the European Union understand the new requirements as communicated last week. The CGA, CRI and DAFF will be addressing meetings over the next two weeks; on Tuesday 10 June at 10h00 the first meeting will be held at Patensie (NG Kerk). Then on Wednesday 11 June a meeting will be held in the Eastern Cape Midlands region at 09h00 (Katco); followed on the same day at 15h00 with a meeting in Sundays River (The Lookout). The following week CGA, CRI and DAFF would like to give roleplayers in the Joburg/Pretoria region the opportunity to learn more about the issue, and to clear up any uncertainties. A seminar will be held at Birchwood Conference Centre, Benoni from 14h00 on Tuesday 17 June. This meeting will be followed by meetings in the north; Wednesday 18 June at 08h00 in Groblersdal (Rosle Boerdery); on the same day at 17h00 at Limpopo River region (Noordgrens Lapa); then on Thursday 19 June at 10h00 in Letsitele (The Junction) and on the same day at 15h00 at Hoedspruit (Die Hengel Klub). The final meeting will be in Nelspruit on Friday 20 June at 08h00 at CRI.

PLEASE RSVP TO gloria@cga.co.za .

PACKED AND SHIPPED

The Lemon Focus Group met this past week and increased the predicted volume from 12.1 to 12.3 million cartons as some of the northern regions ended with higher than anticipated export volumes.

Grapefruit, soft citrus and lemon are all roughly half finished with packing. Grapefruit export distribution similar to 2013 (N Europe 2013 39%; 2014 37% and Japan 2013 20%; 2014 16%). Clementines now 2 m of 2.9 m packed. Export distribution also similar to 2013 (UK 2013 53%; 2014 45%, N Europe 24% both years and Russia 12% 2013; 9% 2014). Lemons mostly sent to Middle East (40%) and Russia (21%). Navel packing is starting to gather pace; although still off the past two years.

To Week 23 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	7.3 m	10 m	8.7 m	7.3 m	6.3 m	16.5 m	15.2 m	17.9 m
Soft Citrus	4 m	3.9 m	4.5 m	3.2 m	3.4 m	9.2 m	9.3 m	8.4 m
Lemons	4 m	5.5 m	6 m	4.5 m	4.8 m	12.1 m	12.3 m	10.6 m
Navels	6.8 m	6.2 m	5 m	2.8 m	2.3 m	25.8 m	25.8 m	25.4 m
Valencia	0.4 m	0.4 m	0.3 m	0.1 m	0.1 m	49.5 m	49.5 m	51.4 m
Total	22.5 m	26 m	24.5 m	17.9 m	16.9 m	113.1 m	112.2 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)