

FROM THE DESK OF THE CEO (29/14)

Justin Chadwick (1 August 2014)

QUOTE OF THE WEEK *"If history repeats itself, and the unexpected always happens, how incapable must man be learning from experience"* George Bernard Shaw

PMA FRESH CONNECTIONS "Taking Fresh to the Next Level"

PMA's Fresh Connections Southern Africa is the leading fresh produce conference and expo in Southern Africa. Now in its fourth year, the event attracts the entire fresh produce supply chain, and offers attendees opportunities to grow their businesses, break into new markets, and share ideas with other leaders on how to take *fresh* to the next level.

THE NEWLY APPOINTED MINISTER OF AGRICULTURE WILL ADDRESS THE CONFERENCE.

This year's event will be held at the Centre for Scientific and Industrial Research (CSIR) International Convention Centre, Meiring Naude Road, Pretoria on 13 – 14 August.

A varied programme is being presented and will address topics such as # The Evolving Global Marketplace # The "Wow" Session – Disruptive Technologies Destined to Reshape Fresh Produce # Global opportunities abroad # Using packaging as a branding and marketing tool # A Women's Fresh Perspectives breakfast # Retail Revolution.

Further information can be found on the PMA website: www.pmafreshconnections.co.za

ECONOMIC PARTNERSHIP AGREEMENT (EPA) UPDATE

Last week's newsletter mentioned the ten year process in finalising the EPA between the European Union and SADEC. On Thursday the Agricultural Trade Forum (ATF) was addressed by the Deputy Director General of the dti (Xavier Carim) – South Africa's chief negotiator. He reported that it is possible that the agreement will be finally signed off in July 2015 (it has to go through some legal scrubbing and then approval from Cabinet etc on both the South African and EU side). It then comes into effect in January following sign off – i.e. probably January 2016.

For lemons the duty will immediately drop from 6.4% to 0% for the period 1 May to 31 October – for the balance of the year it will remain at 6.4%. For oranges the duty will drop from 16% to 0% for the period 16 October to 30 November. Unlike lemons this will be phased in over a 10 year period; basically a 2% cut per annum (2016 down to 14%; 2017 down to 12%) etc.

TECHNICAL SUPPORT TO UNDERTAKE ENERGY EFFICIENCY INITIATIVES (MESSAGE FROM FPEF)

You may recall that PHI had an undertaking with the South African National Cleaner Production Centre (NCPC-SA) at the CSIR to conduct fully subsidised energy audits at interested pack houses and cold stores in the fresh fruit industry. This initiative was part of their Industrial Energy Efficiency (IEE) Improvement Project. At the time, PHI commissioned Mr Koos Bouwer to facilitate the audits within the industry. A total of 29 companies participated in the initiative.

The National Business Initiative (NBI) is now implementing the Private Sector Energy Efficiency (PSEE) project with funding to the value of R150 million from the UK Government's Department of International Development and support from the SA Department of Energy. This offers many farms, packhouses and cold stores free technical support to undertake energy efficiency initiatives.

The entry level is a total energy spend of more than R750 000 per year (electricity, fuel, coal, paraffin etc.). This is a good opportunity for entities that have not done an energy assessment yet, as well as those who wish to repeat the assessment to determine improvement since the previous assessment and to implement the next cycle of energy efficiency improvement actions.

Please direct all enquiries and interest to Koos Bouwer at bouweb@orangenet.co.za or **082 8878425**.

PACKED AND SHIPPED

To Week 31 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	12.1 m	17.5 m	14.2 m	15.1 m	13.4 m	16.5 m	14.9 m	17.9 m
Soft Citrus	6.2 m	6.4 m	7.9 m	6.2 m	7.2 m	9.2 m	10.1 m	8.4 m
Lemons	8.2 m	9.2 m	11.9 m	8.6 m	10.8 m	12.1 m	12.3 m	10.6 m
Navels	21.5 m	22 m	21.5 m	19.7 m	18.3 m	25.8 m	25.4 m	25.4 m
Valencia	16.1 m	15.7 m	15.7 m	9.1 m	8.1 m	49.5 m	49.5 m	51.4 m
Total	63.1 m	70.8 m	71.2 m	58.7 m	57.8 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)**