

FROM THE DESK OF THE CEO (33/14)

Justin Chadwick (29 August 2014)

QUOTE'S OF THE WEEK "There is scarcely anything in the world that some man cannot make a little worse, and sell a little more cheaply. The person who buys on price alone is this man's lawful prey"

John Ruskin

FEMALE FARMER OF THE YEAR IS A CITRUS GROWER!!!!

The Department of Agriculture, Forestry and Fisheries (DAFF), in partnership with Total South Africa hosted the annual DAFF Female Entrepreneur of the Year Awards at a gala dinner in Mafikeng, North West on the 22nd August 2014 at the Mmabatho Convention Centre. This year marks the 14th anniversary of the awards under the theme "**Recognizing the Role of Women and Their Contribution to Africa's Agriculture and Food Security**". *The Female Entrepreneur of the Year Award seeks to change all that, highlighting the stories of successful female farmers across the country.*

One of the citrus growers from Sundays River Valley, Ms Nokwanele Ivy Mzamo was nominated to participate in the competition this year. She managed to win on the provincial level as the best Female farmer of the province, and passed through to the national finals.

The overall winner of the Female Farmer of the year 2014/15 was **Nokwanele Ivy Mzamo from Luthando Citrus Farm in the Sundays River Valley, Eastern Cape**. Nokwanele Mzamo is a member of the Citrus Growers Development Chamber. The Citrus Growers Association (CGA), Citrus Academy (CA), Citrus Research International (CRI) and the Chamber would like to congratulate Ms. Nokwanele Mzamo on this achievement and wish her all the best for the future of her business enterprise.

CONGRATULATIONS- YOU HAVE DONE OUR INDUSTRY PROUD!!!!

ANNUAL COORDINATING MEETING

This year DAFF will be holding their annual coordinating meeting on **1 October 2014**. The meeting is to be held in the Nelspruit area – final venue will be communicated shortly. Pencil in the date and read next week's newsletter for more information.

GROWER INDABA

When I was being interviewed for my present position, the then Chairman (Peter Nicholson) asked me to meet him at an industry gathering in the Pretoria/Johannesburg area. When I got to the venue the place was full of citrus growers – at that time only one export agent handled the bulk of citrus exports (it was just after deregulation) and they had organised this big feedback session; they covered a wide range of their activities – including logistics, research, market access etc. It seemed to be a well attended, and judging by the buzz around the meeting, highly successful event. I was therefore excited when the CGA Board decided to hold a Grower Indaba, a meeting for growers about grower funded activities. We will unpack the CGA Board's strategic plan and the structures formed to deliver on this plan. The first CGA Grower Indaba is scheduled to be held in **March 2015 in the Tzaneen/Letsitele region**. Although it is very early days in the planning, the thought is to have a two day event with a gala dinner after the first day. This Grower Indaba will replace the Grower Roadshows for 2015 – instead of just speaking amongst growers in Citrusdal or Nkwadini or the other regions – we now plan to bring all growers together so that growers from different regions can interact. More information will be provided in newsletters to follow.

PACKED AND SHIPPED

To Week 35 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	12.8 m	17.9 m	15.1 m	16.7 m	14.1 m	16.5 m	14.9 m	17.9 m
Soft Citrus	7.1 m	7.7 m	9.3 m	7.4 m	8.6 m	9.2 m	10.1 m	8.4 m
Lemons	9.8 m	10.1 m	12.9 m	10.1 m	12.5 m	12.1 m	12.8 m	10.6 m
Navels	24.2 m	25.0 m	25.0 m	25.4 m	24.1 m	25.8 m	24.5 m	25.4 m
Valencia	28.1 m	30.0 m	30.3 m	24.1 m	19.5 m	49.5 m	48.1 m	51.4 m
Total	82.0 m	90.7 m	92.6 m	83.7 m	78.8 m	113.1 m	110.4 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)