

FROM THE DESK OF THE CEO (36/14)

Justin Chadwick (19 September 2014)

QUOTE OF THE WEEK “There is sufficiency in the world for man’s need but not for man’s greed” Mahatma Gandhi

INDIA (continued from last week)

Flicking through the TV channels in a hotel in India confirms the fact that Indians love cricket – they have two channels dedicated 24-7 to cricket. Apart from the Indian cricketing heroes two South Africans are household names to the Indian cricket followers – Jacques Kallis and Gary Kirsten (who guided India to World Cup glory). I am sure there are some marketing guys who can think of clever ways to use either of these cricketing celebrities to be brand ambassadors for South African fruit in India.

South African fruit is building an identity in India, but much more needs to be done. Apart from the use of South African brand ambassadors for fruit there are a number of opportunities to raise awareness of the unique qualities of South African fruit in wholesale markets and retailers. Although the exact number is difficult to determine, it is a fact that less than 10% of fruit is sold in retailers; over 90% passes through the wholesale market and greengrocers, hawkers etc. It would not be too costly to introduce branding at wholesale markets to raise awareness of South African fruit.

The Indian citrus industry makes for interesting reading (all figures below refer to 2013); they produce citrus on 1 million hectares (Southern Africa 64 000) and produce 10 million tons of citrus annually. Even those mathematically challenged can work out that this is 10 tons a hectare – very low yield compared to international norms. **India is the world’s fourth largest citrus producer** (behind China, Brazil and USA). Breaking this down further there are 323 000 hectares of oranges (Southern Africa 42 000) producing 3 520 000 tons [this is mostly Mosambi oranges which is described in James Saunts book “Citrus Varieties of the World” as “often mistakenly regarded as an acidless type. It has some acidity when grown elsewhere, but in the Indian subcontinent the climate results in virtually acidless fruit being produced”]. There are 311 000 hectares (South Africa 6 400 Ha) of soft citrus producing 2 906 000 tons. What India calls lemons we call limes, and vice versa; there are 255 000 hectares (South Africa 5 900 Ha) of these lemons/limes in India producing 2 524 000 tons.

Most Indian produced citrus is consumed domestically – the statistics on exports shows oranges of 33 000 tons being exported to Bangladesh (90%) and Nepal (7.5%); and 22 000 tons of lemon/lime exports.

In terms of imports India imports 34 000 tons of oranges – 80% from Egypt, 12% from South Africa and 4% from both Australia and USA. The preferred import oranges are Valencia, with sizes 88’s and 105’s; a perfect market for smaller fruit.

LONGEVITY

The oldest person alive today is **Henne van Andel Schipper**, a resident of Holland who ascribes her longevity to the fact that she consumes a raw salted herring and a glass of orange juice very day. She would have been around to witness the first citrus being imported from South Africa – being 114 years old. Juice from South African oranges was probably her summer drink of choice for the past century. Congratulations and here’s to another 100 years of uninterrupted supply!!

CITRUS TAKES CENTRE STAGE AT AGRISETA AWARDS (MESSAGE FROM JACOMIEN DE KLERK)

Last night, Candice and I attended the annual AgriSETA Excellence Awards ceremony, where the citrus industry and its people stole the show.

Firstly, Citrus Academy Bursary Fund students won first prize in two categories. **Richman Mavimbela** (from Champagne Citrus, MBA student) won the category Best Performance: Bursaries, while **Bahle Kweba** (working at SRCC) won the category Best Performance: Graduate Placement. (This was not wholly unexpected as we knew they were shortlisted and also that it would be difficult for anyone else to outperform these two!)

Then, as the first surprise of the evening, **William Ntimane**, a former Bursary Fund student who now works at Richmond Estates in Hoedspruit, was the runner-up in the category Best Performance: Learnership.

Next, a gentleman that has been working at Karino Citrus for 50 years, **Simon Maluleke**, was awarded first prize in the category Best Performance: Skills Programme. He is a great character and speaks to the longevity and perseverance of the whole industry and is the embodiment of life-long learning. He was also asked to speak at the end of the prize-giving ceremony on behalf of all the award recipients, and he had the audience eating out of his hand.

The last wonderful surprise was when **Champagne Citrus** was awarded first prize in the category of Best Governed Restitution Project.

Today, we smile broadly and celebrate all the people that make the citrus industry great. We will soon put photos and hopefully video up on our Facebook page and website (www.citrusacademy.org.za), so please keep an eye out for that.

PACKED AND SHIPPED

To Week 38 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	13.1 m	17.9 m	15.3 m	17.2 m	14.5 m	16.5 m	15.5 m	17.9 m
Soft Citrus	7.5 m	8.3 m	9.8 m	8.1 m	9.3 m	9.2 m	10.1 m	8.4 m
Lemons	10.3 m	10.4 m	13 m	10.4 m	12.8 m	12.1 m	13.5 m	10.6 m
Navels	24.5 m	25.4 m	25.8 m	25.4 m	25.8 m	25.8 m	25.8 m	25.4 m
Valencia	38.9 m	43.2 m	41.6 m	34.1 m	32.4 m	49.5 m	48.1 m	51.4 m
Total	94.3 m	105.2 m	105.5 m	95.2 m	94.8 m	113.1 m	113 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)