FROM THE DESK OF THE CEO (40/14)

Justin Chadwick (17 October2014) **Follow me on twitter: justchad_cga QUOTE OF THE WEEK "Rugby players are like lava lamps: good to look at but not very bright" Anon**

BRAAIVLEIS BANTER

The Sharks made an easy task seem difficult by eventually beating a Stormer's B team, while the Lions sailed through to a home semi final; and the Bulls finally made it to the playoffs. So we get to the sharp end of the Currie cup on Saturday – good luck to all involved.

CITRUS ACADEMY BURSARIES

The Citrus Academy asked to remind you that 31 October is the closing date for AgriSETA applications for bursary, internship and apprenticeship funding for 2015. If you are planning to take on an intern from an agricultural college, the Academy will gladly apply for internship funding on your behalf and manage the administration. For more information, please get in touch with Candice at (031) 765-3410 or candice@citrusacademy.org.za.

DAFF ROADSHOWS

DAFF are busy with Roadshows taking the message from the Coordinating meetings out to the regions – for next week the meetings are as follows; Monday 20th Nkwalini Farmers Hall; Wednesday 22nd at SRCC, Addo; Friday 24th at Infruitec-Olive Grove, Stellenbosch. All meetings start at 09h30.

SOUTHERN HEMISPHERE ASSOCIATION OF FRESH FRUIT EXPORTERS (SHAFFE) AGM

Delegates from Argentina, Australia, Chile, New Zealand, Peru and New Zealand met in Anaheim, California today to discuss issues of mutual interest and to share information. Some take home messages;

- All SHAFFE member countries have a focus on the Asian region. Growth in SHAFFE exports to Asia has increased by 8.2% over the past ten years; compared to 5.5% for global exports to all destinations.
- All SHAFFE countries exports had benefitted from weakening exchange rates. Australian $ had devalued by 20% in the last 18 months.
- All SHAFFE countries reported significant increases in input costs – with labour being a common component.
- All SHAFFE countries cited phytosanitary issues as a trade impediment.
- Weather had influenced a number of SHAFFE members; severe droughts in Argentina had decimated lemon export volumes (down 50%); in 2013 Chile had worst freeze in 50 years.
- Australian exports of all fruit increased 2% to 301 000 tons (the highest volume since 2002/3). This was driven by strong Asian demand, lower exchange rates, favorable weather, Chinese activity and an export focus.
- Although total fruit exports from Chile dropped by 11.5%, lemons increased by 29% (31 400 to 40 400 tons); soft citrus increased by 53% (23 500 to 35 900 tons) while oranges dropped by 1% (66 000 to 65 700 tons).
- Peru exported just over 100 000 tons of citrus; the most important markets were Netherlands (23%), UK (27%), US (21%) and Canada (11%).
- Market share for all fruit from SHAFFE countries; Chile tops the table in value terms (43%), followed by South Africa (23%), Argentina (11%), Peru (9%), New Zealand (9%), Australia (5%),Uruguay (1%).
- In terms of market share for all fruit South Africa tops the table in terms of volume (34%), followed by Chile (33%), Argentina (13%), Peru (8%), New Zealand (7%), Australia (4%) and Uruguay (1%). This means that on average Chile exports a higher value commodity than South Africa.

PACKED AND SHIPPED

Writing in the July/August 2014 edition of Asiafruit magazine Fred Meintjies commented "*What is certain, however, is that South Africa's total citrus crop is still predicted at 113 million cartons, almost the same as last year. If this export volume materialises, given all the problems, it will be a remarkable performance in the face of adversity".* The industry certainly showed that it can overcome adversity – with the 2014 export volume once again predicted to break all records to end at almost 115 million cartons. Unfortunately record volumes do not always mean record profit; the massive costs resulting from adherence to EU CBS measures and their disruption to trade will have an effect on grower returns.

To Week 42 **Million 15 Kg Cartons**	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction (Packed)	Final Packed
SOURCE: PPECB	2012	2013	2014	2013	2014	2014	2014	2013
Grapefruit	13 m	17.9 m	15.4 m	17.8 m	14.8 m	16.5 m	15.4 m	17.9 m
Soft Citrus	7.6 m	8.4 m	9.9 m	8.5 m	9.6 m	9.2 m	10 m	8.4 m
Lemons	10.5 m	10.6 m	13.2 m	10.6 m	12.9 m	12.1 m	13.2 m	10.6 m
Navels	24.6 m	25.4 m	26 m	26.3 m	26.1 m	25.8 m	26 m	25.4 m
Valencia	46.2 m	50.6 m	49.7 m	46.8 m	44.6 m	49.5 m	50 m	51.4 m
Total	101.9 m	112.9 m	114.2 m	110 m	108 m	113.1 m	114.6 m	113.7 m

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