

FROM THE DESK OF THE CEO (41/14)

Justin Chadwick (24 October 2014)

QUOTE OF THE WEEK "Shallow men believe in luck or in circumstance. Strong men believe in cause and effect."
Ralph Waldo Emerson

TWITTER

Katie Perry has 50 million followers on Twitter – I am hoping to get to 50 by the end of October 2014 (presently on 45). Please follow me at justchad_cga to get some insights between newsletters.

CLAM (LIAISON COMMITTEE FOR MEDITERRANEAN CITRUS)

Dr Paul Fourie from Citrus Research International in South Africa presented a talk on "Citrus Black Spot – a global perspective" at the recent CLAM meeting in Madrid. Co-authors who assisted him in compiling the presentation included CBS specialists from South Africa, Australia, China, Brazil and USA. His talk summarised the symptoms, epidemiology and control of CBS as scientifically published and experienced in these countries. In his talk, he considered the origin of citrus; the historical spread of citrus and therewith the spread of CBS. CBS occurrence in other countries, in particular Australia and South Africa, indicated that CBS has never established in Mediterranean climates, even though it had many years of opportunity. CBS has also never been recorded to spread by means of fruit (without leaves), and its only recorded means of spread is by infected vegetative material. Dr Fourie also referred to the outcomes from the EFSA 2014 pest risk analysis for CBS, specifically the fresh fruit pathway for CBS introduction. The EFSA PRA was criticised by an expert panel comprising 37 panel members with 545 years of CBS experience. Their criticism was detailed in a 55-page document. However, in their opinion this criticism was effectively ignored by EFSA (see <http://www.citrusres.com/market-access> for documents). The Expert panel remains in agreement with earlier SA and USA PRAs, which concluded that fruit is not a realistic pathway for CBS to enter, establish, spread and have significant economic impact within EU.

SERENDIPITY AND THE CITRUS MARKETING FORUM (CMF)

Serendipity is one of those long words that when we hear it we nod sagely; not knowing what the hell it means. Some define it as "fortunate happenstance" or "pleasant surprise" but the best one for me is "**an aptitude for making desirable discoveries by accident**". In their "State of the Industry" address at the PMA last week Bryan Silbermann and Cathy Burns dwelt on serendipity – and asked the question "are we letting chances pass by while not taking notice". Think back to how many life changing or business changing events **have happened** by chance. For me personally my career change in 1999 when I joined CGA was serendipitous – I happened to have a close friend in the citrus industry, and as I was questioning some structural changes at my former employment he alerted me to the opportunity that led me into an industry that has not failed to deliver in terms of personal development, work satisfaction and meeting fantastic people. Bryan and Kathy illustrated how many of us (and particularly the youth) look for **direction electronically** – searching the web, staring at computers, cell phones and tablets for hours on end – how many real life **chances pass us by** while we isolate ourselves in our electronic worlds? While information gleaned from these sources **definitely cannot be underrated**, real life interaction can lead to that vital next step. With this in mind I urge all those in the citrus supply chain in southern Africa to attend the **final CMF to be held next Thursday 30 October at 10h00 at Olive Grove, Infruitec in Stellenbosch**. I can guarantee that you will learn something you did not know; I can guarantee you that at least half of you will use something from the CMF that will improve your business in 2015 (that's called covering all bases as if you tell me you learnt nothing the response will be that you are in the wrong half!!); and within the next ten years at least ten of you will have used something at the CMF that will have changed the course of your business. Serendipity may also occur as you **travel** to the Cape (especially for those who have to trek for days from the north). Engage with those who you meet on the way and you will be amazed what little snippets will come in handy in the future. A few months ago I had a serendipitous event when I was bumped up to business class on a flight from Joburg to Durban – and ended up sitting beside Minister Nene. How many individuals get the chance of an hour's uninterrupted discussion with the Minister of Finance? Apart from sharing some personal chatter (we both have children at school in Pietermaritzburg, he has a small farm near Kranskop and so has an interest in agriculture) – I was able to brief him on the South African citrus industry – its stature as the world's second largest citrus exporter, the forex that is earned and the number of people employed. This may come in handy should the Minister ever be called upon to make a decision that could influence the future of this industry. Today's tweet from Farmers Weekly " *#Minibudget Nene: notable growth in exports of citrus, wine and horticultural products*" – he has already taken notice. Maybe the CMF will be your serendipitous event of 2014.

REGISTRATIONS

This is a reminder that applications to export citrus to phytosanitary markets in 2015 must be submitted to DAFF: Plant Health in Pretoria by the **31st October 2014**. Basically there are six working days left before all the documentation is due in Pretoria. So far 78 percent of growers have used the online registration tool. If you need assistance read the Frequently Asked Questions document on the CAG website (www.cga.co.za).

PACKED AND SHIPPED

To Week 43 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	18 m	15.4 m	17.8 m	14.9 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	25.4 m	26 m	25.8 m	26 m	25.4 m
Valencia	46.8 m	51 m	50.2 m	47.7 m	46.5 m	49.5 m	50.2 m	51.4 m
Total	102.5 m	113.4 m	114.7 m	110 m	109.9 m	113.1 m	114.8 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)