

FROM THE DESK OF THE CEO (44/14)

Justin Chadwick (14 November 2014)

QUOTE OF THE WEEK "First the doctor told me the good news – I was going to have a disease named after me" Steve Martin

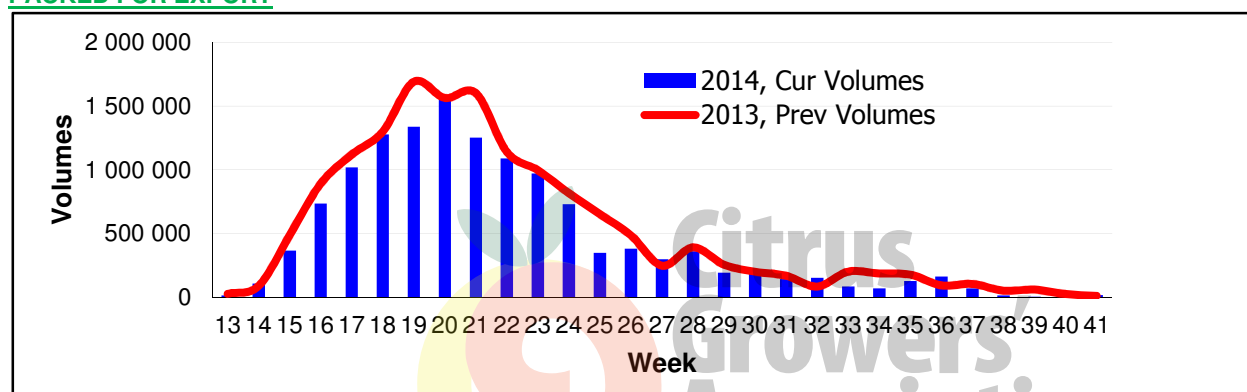
2014 SEASON RECAP:

GRAPEFRUIT ESTIMATE 2014

In March 2014 the grapefruit focus group (GFG) estimated that the 2014 packed and passed for export figure would be 8% lower than 2013. In fact the final packed figure is 13% lower than 2013's final (and 5% less than estimate). There are three regions that account for 71% of South African grapefruit volumes – Letsitele (28%), Hoedspruit (24%) and Onderberg (19%). In the CMF Award for Closest Estimate Letsitele came third – just 1% off the original estimate. The GFG achieved the goal of estimating within the 10% margin.

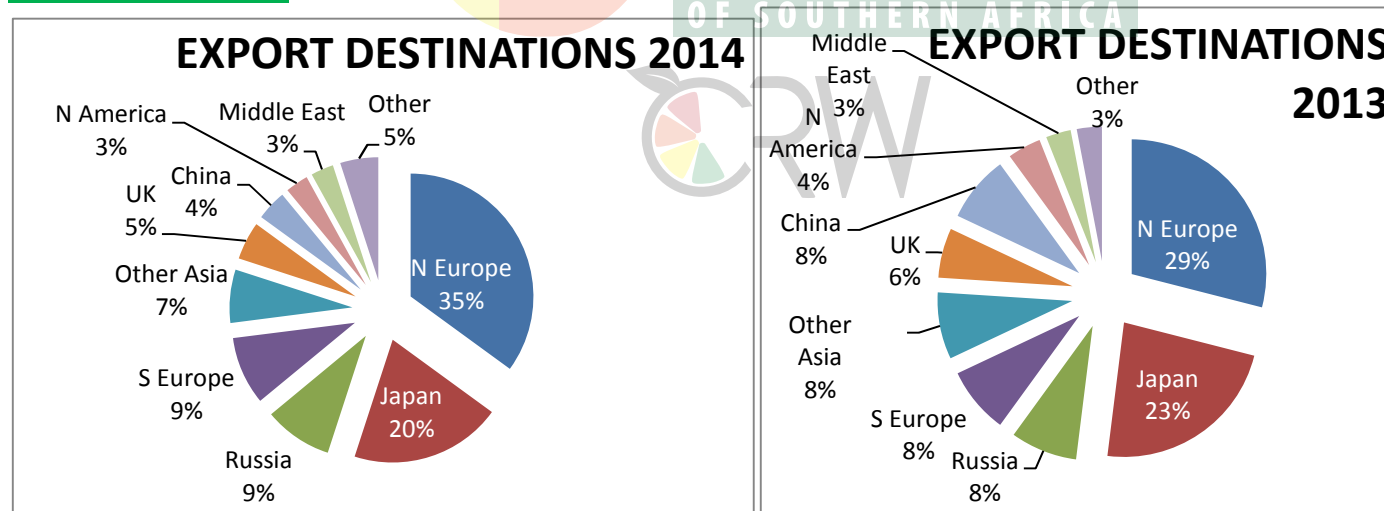
	TOTAL 2013	ESTIMATE 2014	ACTUAL 2014	% change on Est.	% change on 2013.
Letsitele	4 357 221	4 322 191	4 371 915	-1.2%	0%
Hoedspruit	4 681 806	4 222 800	3 740 612	11.4%	-20%
Onderberg	3 903 088	3 400 000	2 973 278	12.6%	-24%
Other	5 156 493	4 572 253	4 531 269	0.9%	-12%
Grand Total	18 098 608	16 517 244	15 617 074	5.4%	-14%

PACKED FOR EXPORT



The graphic of packed grapefruit illustrates that the 2014 season follows the same pattern as 2013, with lower weekly packing.

MARKET DISTRIBUTION



Northern Europe and Japan continue to take the bulk of southern African grapefruit – although the volumes for both dropped in 2014; in Japan from 3.3m to 3 m cartons and in northern Europe a more significant reduction from 5.3 m to 3.5m. In percentage terms China showed the biggest increase – going from 0.6 m to 0.9 m. Included in the other Asia figures is the real growth factor – South Korea (in the second year of exports to that destination) increased from 70 000 cartons to 400 000 cartons.

PACKED AND SHIPPED

To Week 45 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	15.6 m	17.8 m	14.9 m	16.5 m	15.6 m	17.9 m
Soft Citrus	7.6 m	8.4 m	10 m	8.4 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	47.1m	51.1 m	50.4 m	49 m	48.1m	49.5 m	50.4 m	51.4 m
Total	102.8 m	113.5 m	115.2 m	111.2 m	111.3m	113.1 m	115.2 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)