

FROM THE DESK OF THE CEO (46/14)

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QUOTE OF THE WEEK "Kites rise highest against the wind, not with it." Winston Churchill

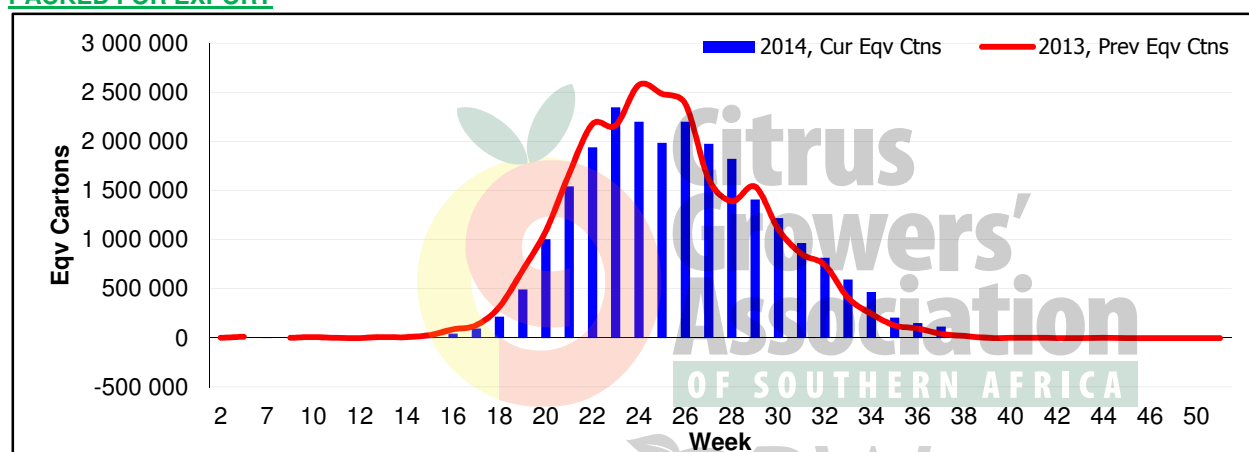
2014 SEASON RECAP: NAVEL ESTIMATE 2014

NAVELS – ANOTHER RECORD CROP

In March 2014 the navel focus group (NFG) estimated that the 2014 packed and passed for export figure would be 1.5% higher than 2013. The final packed figure is just 2% higher than 2013's final (**a mere 0.7% more than estimate**) – an amazing statistic over 26 million cartons and many regions. Five regions account for 93% of South Africa's navel volumes – Sundays River (26%), Western Cape (26%), Senwes (25%), Patensie (11%) and Nelspruit (5%). The NFG achieved the goal of estimating within the 10% margin.

	Total 2013	Est 2014	Actual 2014	% change on Est.	% change on 2013.
S.R. Valley	6 337 788	6 679 389	6 506 088	-2.6%	2.7%
Senwes	7 121 440	6 409 291	5 797 409	-9.5%	-18.6%
W. Cape	6 108 468	6 730 000	7 248 218	7.7%	18.7%
Patensie	2 584 003	2 850 000	3 277 231	15.0%	26.8%
Nelspruit	1 537 028	1 380 000	1 528 121	10.7%	-0.6%
other	1 730 161	1 765 000	1 637 168	-7.2%	-5.4%
Grand Total	25 418 888	25 813 680	25 994 235	0.70%	2%

PACKED FOR EXPORT



Up to week 25 the 2014 season lagged the 2013 season (12 million cartons packed in 2014 vs. 13.5 m in 2013). From that week the tempo of navel packing increased finally resulting in a record crop of navels being packed.

MARKET DISTRIBUTION



The 3% reduction in exports to Northern Europe was taken up by expansion of 3% in exports of navels to Asia as exporters reduced their reliance on the fickle EU market. Otherwise market distribution of navels remained similar to 2013 (the 1% decrease in north America corresponds to a 1% increase in exports to China). Middle East and Northern Europe still dominate with almost 50% of navel exports – however they have swapped positions as first and second receiver.

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