



justchad_cga

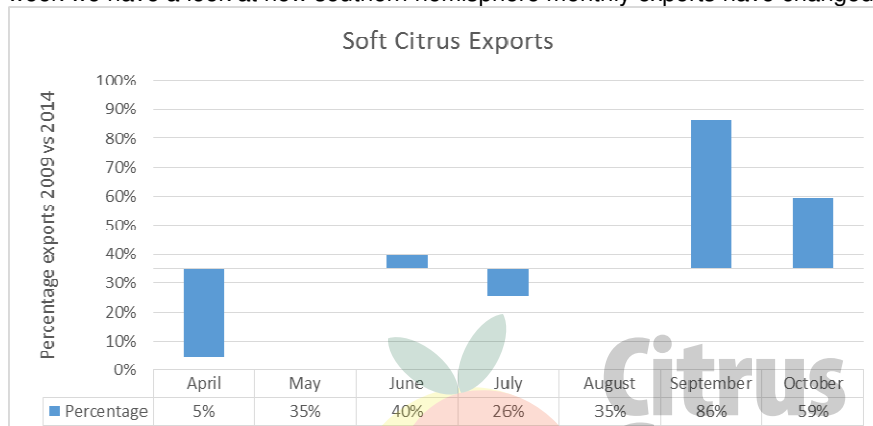
FROM THE DESK OF THE CEO (23/15)

Justin Chadwick (19 June 2015)

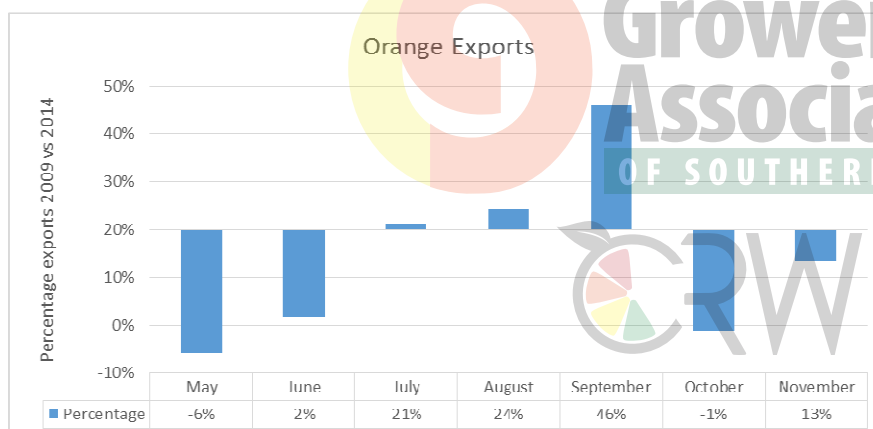
QUOTE OF THE WEEK "I spent a lot of money on booze, birds and fast cars. The rest I just squandered" George Best

DIFFERENT TREND FOR SOUTHERN HEMISPHERE CITRUS

Last week's newsletter looked at how northern hemisphere citrus exports have changed with respect to timing of exports. This week we have a look at how southern hemisphere monthly exports have changed between 2009 and 2014.



As seen last week, **Soft citrus exports** from the Mediterranean region grew by 21% over this period; southern hemisphere exports grew by 35%. In the case of southern hemisphere soft citrus (Argentina, Australia, Chile, Peru, South African and Uruguay (Brazil figures not available)), all the growth has taken place in the latter part of the season (September and October). This shows the increased demand for the late mandarin varieties. Earlier varieties (such as Satsuma) have shown negligible growth.



Orange exports from the Mediterranean region grew by 25% over the period 2009 to 2015; southern hemisphere exports have grown by 20% over the same time period. Most of the growth has been towards the end of the southern hemisphere season (September). Given the relatively stable mix of orange cultivars it is not surprising that the growth is during the traditional harvesting period (July to September). Technical barriers to trade impacted exports in October and November.

NEW CEO AT HELM OF PPECB

Lucien Jansen has been appointed as the new CEO of the Perishable Products Export Control Board (PPECB). The CGA welcomes this appointment and looks forward to working closely with Lucien and his team in the future.

VALENCIA PACKING

The spotlight now turns to Valencia oranges as the first million cartons are packed. Valencia packing will take over from grapefruit – now 82% complete. Soft citrus packing is at the exact midpoint – with clementines almost complete and mandarin packing started to gain momentum. Navel packing is 40% complete.

Those packing valencia's are reminded to adhere strictly to the CBS Risk Management System (CBS RMS). The South African CBS RMS has been labelled the most comprehensive RMS associated with any pest anywhere in the world – HOWEVER the impact of the RMS is only as good as its implementation.

PACKED AND SHIPPED

To end Week 24 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB	2013	2014	2015	2014	2015	2015	2015	2014
Grapefruit	14.4 m	12.6 m	11.9 m	9.9 m	9.2 m	15.3 m	14.6 m	15.6 m
Soft Citrus	4.9 m	5.8 m	5.5 m	4.8 m	4.7 m	10 m	10.1 m	10 m
Lemons	6.5 m	7.6 m	8.4 m	6.4 m	7.1 m	13.6 m	13.6 m	13.2 m
Navels	10.8 m	9.6 m	9.7 m	5.9 m	6.4 m	25.1 m	24.4 m	26 m
Valencia	1.8 m	1.4 m	1.1 m	0.5 m	0.3 m	49.1 m	49.1 m	50.9 m
Total	38.4 m	37.0 m	36.6 m	27.5 m	27.7 m	113.1 m	111.8 m	115.7 m

SOUTHERN AFRICAN CITRUS GROWERS HAVE INVESTED IN THEIR FUTURE THROUGH THE ESTABLISHMENT AND CONTINUED FUNDING OF CGA, XSIT, CRI, RIVER BIOSCIENCE, CGACC AND CITRUS ACADEMY