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FROM THE DESK OF THE CEO (27/15)

Justin Chadwick (17 July 2015)

QUOTE OF THE WEEK “Money won’t create success, the freedom to make it will” Nelson Mandela

PRODUCE MARKETING ASSOCIATION (PMA) FRESH CONNECTIONS

One of the highlights on my calendar is the PMA Fresh Connections; taking two days out of a busy schedule is always a problem – but Fresh Connections ALWAYS results in a great learning and networking experience. The following has been received by the organisers

Join more than 450 of your industry colleagues at **the** leading event for the South Africa fresh produce supply chain. Whether a grower, exporter, retailer or supplier, you can’t miss the PMA Fresh Connections Southern Africa Conference & Expo on **12 & 13 August at the Cape Town International Convention Centre (CTICC)**.

Why should you attend? To make great business connections, of course. Plus, you will find a state of the art expo, boasting the latest innovations in retail, logistics, production, financial, supply and input advances.

Hear from over 30 speakers and panelists who will provide world class innovations in the fresh produce industry.

Here is just a sampling of the speakers already confirmed: Justin King (Former CEO Sainsbury’s UK) on “Retail Revolution”; Mary Shelman (Agribusiness Director, Harvard Business School USA) on “Global Food Chain and retail Trends: Implications for South Africa in 2015 and beyond”; The Honourable Krysta Harden (Deputy Secretary, U S Department of Agriculture (USDA) on “A World of Trade Opportunities; Africa and the US”; Russ Mounce (Senior Director for Produce and Floral, Sam’s Club USA) on “Global Food Chain and Retail Trends: Implications for South Africa in 2015 and Beyond”; Tim Noakes (Sports Science Institute of South Africa) on “The Health Driven Consumer – How do you reach them?”; and Neal Rider (Partner and CEO, AGRO Merchants Group, former President of Americold Logistics USA) on “Talking Logistics: What’s heating up in the Cold Chain”.

Plus many other topics and speakers, including export growth markets in Africa and Asia, cold chain logistics, consumer transparency, multicultural diversity and rebirth of the national fresh produce markets.

For more information contact [Marianne van der Laarse](#) +27 82 3881000. To view the programme and register online, please visit [the PMA website](#)

DIVERSIFICATION OF MARKETS

A recent article by Dr. Ernst Idsardi, Agricultural Economist at the Trade Research Niche Area of the Northwest University caught my eye. He compared exports in 2002 with those in 2013.

The comparison of the basket of export citrus fruits exported showed that oranges remain dominant with little change (62% 2002; 61% 2013). However, mandarins (9% 2002; 13% 2013) and lemons (10% 2002; 13% 2013) have both increased at the expense of grapefruit (17% 2002; 13% 2013). While most of us may have been aware of these trends, it is the diversification of markets that is of interest. Whereas in 2002 oranges were sent to 56 countries worldwide, this had increased to 93 countries in 2013. Mandarins were distributed to 25 countries in 2002, and 55 countries in 2013; grapefruit to 26 countries in 2002 and 59 countries in 2013, while lemons went to 33 countries in 2002 and 61 countries in 2013.

He concluded that “it is evident from the analysis that the South African citrus sector is a best case study for fruit exports which can provide valuable lessons for export development in other agricultural sub-sectors”.

EXPORTS TO RUSSIA: FORM A (Message from Mikhail Fateev)

In Form A Certificate of Origin there is section 11 named “issuing authority”. In RSA it is SARS. It’s been a practice that in this graph SARS stamp is printed together with date and name of city. Now the Russian Customs office demands that full name of the issuing authority must be typed, i.e. South African Revenue Service. No full name, no customs preference. The requirement is enacted with immediate effect which means that consignments already on water have no chance for correction of Form A.

This information (for all countries) was passed by Russian Customs offices to customs brokers who informed their clients-importers. Now importers are in the process of passing the information to their SA counterparts.

PACKED AND SHIPPED

To end Week 28 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	16.1 m	13.8 m	13.9 m	12.6 m	13.2 m	15.3 m	14.6 m	15.6 m
Soft Citrus	6 m	7.3 m	6.9 m	6.7 m	6.3 m	10.0 m	9.6 m	10.0 m
Lemons	8.3 m	10.8 m	11.6 m	9.4 m	9.9 m	13.6 m	13.8 m	13.2 m
Navels	19 m	18.1 m	17.9 m	15 m	14.6 m	25.1 m	23.5 m	26.0 m
Valencia	9.6 m	9.1 m	9.1 m	4.9 m	4.7 m	49.1 m	49.1 m	50.9 m
Total	59 m	59 m	59.4 m	48.6 m	48.7 m	113.1 m	110.6 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