

FROM THE DESK OF THE CEO (29/15)



justchad_cga

Justin Chadwick (31 July 2015)

QUOTE OF THE WEEK “Computers make it easier to do a lot of things, but most of the things they make it easier to do don’t need to be done” Andy Rooney

REGIONAL CAPACITY

The South African citrus industry is probably the most geographically widespread of all agricultural commodities. I cannot think of any other commodity that extends from Kakamas in the west (Northern Cape) to Nkwalini on the east coast (KZN), and from Messina in the north to the Strand in the south (and all in between along the east coast). And with growers in Swaziland and Zimbabwe also members of CGA there is a lot of ground for CGA to cover.

When the citrus levy was renewed in 2012 growers decided to allocate a portion to developing regional capacity. The budget allowed for the appointment of five regional offices. The seventeen CGA regions were then grouped according to geographical location and volumes exported. The regions are as follows:

Northern/Western Cape – includes the Western Cape (Citrusdal) and Boland regions; and Oranje Rivier. This is quite a wide geographic region which accounts for 20 million cartons or 18% of exports.

Eastern Cape – includes Patensie, Sundays River Valley and East Cape Midlands (Kat River). This area accounts for the most cartons - 31 million cartons (28%).

East Coast – this is the widest geographic region (accounting for 13 million cartons or 11%) and includes Nelspruit and Onderberg in Mpumalanga; Swaziland and Pongola, Nkwalini and KZN Midlands (in KwaZulu Natal).

Eastern Limpopo – includes Letsitele and Hoedspruit; the second largest area in terms of cartons (26 million) – (23%)

Western Limpopo – includes Senwes (Marble Hall and Groblersdal), Limpopo River (Weipe, Tshipise) and Zimbabwe – accounting for 23 million cartons (20%).

The CGA have contracted regional administrators to provide services in these five regions: Northern and Western Cape is administered by Juanita Niewoudt (e-mail wcape@cga.co.za); Greg Jones will administer the East Cape region (ecape@cga.co.za); Nancy O’Farrell will administer Eastern Coast region (eastcoast@cga.co.za); Alexan Coetzer will administer Eastern Limpopo region (elimpopo@cga.co.za); while the administrator of the Western Limpopo Region (wlimpopo@cga.co.za) will be confirmed this week.

The Regional Administrators have signed Service Level Agreements which covers the following services;

- * Create a database of all citrus growers in the region, including all relevant contact details, and to keep this database up to date.
- * Create a database of other citrus industry stakeholders in the region, including all relevant contact details, and to keep this database up to date.
- * Send correspondence to relevant groups in the region.
- * Make logistical arrangements (accommodation, venues and sustenance, etc.) for CGA group meetings taking place in the region.
- * Assist in regional elections, including for CGA board representatives, Variety Focus Group representatives, and any other CGA Group Companies requirements.
- * Assist with travel arrangements for CGA Group Companies regional representatives.
- * Assist CGA Group Companies in regional initiatives, including but not limited to the regional plant protection product usage initiative, carbon footprint, SIZA, and the WWF Environmental standard.
- * Assist in collection of annual citrus crop estimate figures and citrus tree census figures.
- * Keep records of income and expenditure for regional office, and
- * Support CGA Group Companies regional representatives.

During this past week Regional Administrators from Eastern Cape and Eastern Limpopo have used the CGA Comms tool to send a message to every grower in their respective regions. **If you are a grower in the Eastern Cape or Hoedspruit, Letsitele and have not received a mail from your regional administrator advise me or Paul Hardman (ph@cga.co.za) so that we can ensure that your details are captured. Please send us your PUC code(s) and relevant contact details; e-mail address, cell, telephone and fax numbers. The other regions will be contacted next week.**

PACKED AND SHIPPED

To end Week 30 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	16.6 m	14.3 m	14.6 m	13.3 m	14 m	15.3 m	14.6 m	15.6 m
Soft Citrus	6.5 m	7.9 m	7.7 m	7.2 m	7 m	10 m	9.6 m	10 m
Lemons	9.2 m	12 m	12.8 m	10.8 m	11.7 m	13.6 m	13.8 m	13.2 m
Navels	22.1 m	21.2 m	20.8 m	18.3 m	18.4 m	25.1 m	23 m	26 m
Valencia	14.9 m	15 m	15.4 m	8.3 m	8.7 m	49.1 m	49.1 m	50.9 m
Total	69.3 m	70.4 m	71.3 m	57.9 m	59.8 m	113.1 m	110.1 m	115.7 m