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FROM THE DESK OF THE CEO (31/15)

Justin Chadwick 14 August 2015

QUOTE OF THE WEEK “Africa’s greatest resource is not land, minerals or water, but real wealth lies in the people of Africa” Christo Weise addressing the PMA Fresh Connections

EXCELLENCE, TRANSFORMATION AND SERVICE

Dr Albert van Jaarsveld has been in his position of Vice Chancellor of the University of Kwazulu Natal for six months now. Last week he addressed “Friends of UKZN Agriculture” (an organisation of ex UKZN students and others interested in the UKZN School of Agriculture) at a gala dinner. UKZN has been through some difficult times, and has lost some ground to other South African Universities. Nevertheless it remains in the top 5% of global Universities – and the new Vice Chancellor has plans to take it further.

The focus areas of the University are **Excellence, Transformation and Service** – which should be the driving doctrines of all businesses in South Africa. I can assure all growers that the CGA group (CGA, CRI, Citrus Academy, River Bioscience, XSIT, CGACC and the recently formed CGA Grower Development Company) will strive to ensure excellence in all the goods and services we deliver, a drive to transform all in the citrus value chain so as to ensure an inclusive industry; and to deliver an outstanding service. If any grower members of the CGA feel we (the CGA group) are not living up to these ideals please let me know so that we can “up our game”.

PRODUCE MARKETING ASSOCIATION – FRESH CONNECTIONS

It rained for the first time EVER in Cape Town on Thursday evening – or so it seemed by the way Cape Town drivers conjured up elaborate ways of making a four lane highway gridlock!! Making a quick 15 minute dash out to the southern suburbs an hour and a half trek; the most creative was using the fast, right lane as a slip road to turn left off the highway (which was also being done on the inside three lanes).

On arriving at the US Consul’s (Teddy Taylor) beautiful residence the warmth and hospitality soon had one forgetting the inclement conditions outside. It was a fantastic opportunity to meet Deputy Secretary Krysta Harden and other staff from the US Embassy in Pretoria. The Deputy Secretary addressed the PMA earlier that day and her passion for agriculture was very evident – having been raised on a farm in Georgia she clearly has farming in her blood. Her message was clear – with opportunities in agriculture comes responsibility – a responsibility to ensure that there is food for an ever increasing world population. A staggering figure shared earlier in the PMA Fresh Connections Conference was that the world now produced seven times more product from roughly the same surface area as in the 1970’s!!!! And we need to produce 70% more by 2050. So farmers, researchers, technologists, agribusiness and all involved have done a great job in the past – but even more is needed in the future. The Deputy Secretary recognised the youth in the Cape Town ICC venue (one could not miss the Citrus Academy mob with their distinctive apparel) – encouraging them to be part of agriculture in the future and assist in the task at hand. She mentioned that the average age of farmers in the USA is 58 (probably similar in South Africa) – it is up to those with experience and knowledge to imprint this into the youth so that they have a springboard to take agriculture to new heights. As a citrus industry we recognise the importance of attracting, empowering, nurturing and retaining bright, young talent – citrus growers in South Africa formed the Citrus Academy to channel the energy, passion and funding needed to “make it happen”. With the biggest agricultural bursary fund in agriculture the Citrus Academy is now celebrating 10 years and over 500 students through their “mill”.

The PMA, Marianne van der Laarse and the South African Country Council (under Chairman Tommy van Zyl and vice Chair Konanani Liphadzi) can be rightly proud of the 2015 Fresh Connections. With about 500 delegates, top rate presenters, a diverse conference agenda, plenty networking opportunities and excellent catering.

The Deputy Secretary ad Honorary Consul, together with US Embassy staff also visited the pre clearance program for citrus exports to the US. This was her first visit to a pre clearance program – and she was impressed with what many consider the “gold standard” of pre clearance programs.

PACKED AND SHIPPED (ALL CARTONS ADJUSTED TO REFLECT 15Kg EQUIVALENTS)

To end Week 32 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	17.1 m	14.8 m	15.3 m	13.9 m	14.8 m	15.3 m	15.3 m	15.6 m
Soft Citrus	7.1 m	8.7 m	8.4 m	7.9 m	7.9 m	10 m	9.7 m	10 m
Lemons	9.8 m	12.7 m	13.5 m	12.1 m	12.8 m	13.6 m	14.3 m	13.2 m
Navels	24.1 m	23.5 m	22.7 m	21.9 m	21.4 m	25.1 m	23 m	26 m
Valencia	21.5 m	22.1 m	22.8 m	14.2 m	14.8 m	49.1 m	49.1 m	50.9 m
Total	79.6 m	81.8 m	82.7 m	70 m	71.7 m	113.1 m	111.4 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

