



justchad_cga

FROM THE DESK OF THE CEO (39/15)

Justin Chadwick 16 October 2015

QUOTE OF THE WEEK "It is the weight, not number of experiments, that is to be regarded" Isaac Newton

HOW GOOD WERE THE 2016 CROP ESTIMATES

In March this year Variety Focus Group (VFG) members prepared estimates from their regions, these were then considered and adopted by the Citrus Marketing Forum (CMF). Yesterday the CMF evaluated how accurate these estimates were. Considering that southern areas are still packing the last bits and pieces, there may be late changes. Previously the goal has always been to have the actual packed figure within 10% of the actual; in the spirit of continuous improvement we are now aiming for within 5%. All the VFG's achieved the goal of 10%; while three achieved within 5%; Valencia packed was 5% over initial estimate; navels 3% under; grapefruit 6% over, lemons 10% over and soft citrus just 1% under the estimate. The overall estimate was just 4% higher than the estimate prepared in March. The overall estimate has now been within 5% of actual in the last 5 years – a great achievement for all involved. The CMF recognises those VFG members who have come closest to their predictions. The top five were all within 1% of the final actual – Stefan Bruwer from Boland Soft Citrus was 0.7% under on his estimate; Peter Nicholson from Limpopo Valencia was 0.5% under while Hendrik Schoeman from Senwes navels was 0.3% under. The top two positions were determined by the third decimal point; A J Esser of Nelspruit Soft Citrus was 0.008% under while the winner, **Deon Joubert of Sundays River Valencia** was just 0.006% over the final actual.

CITRUS MARKETING FORUM (CMF)

At the start of the CMF a press report from 1965 was read to the delegates – the report stated that South Africa had just reached 10 million export cartons, and was considered one of the world's leading citrus exporters. Fifty years later and the industry is now within touching distance of 120 million cartons.

Some of the highlights from the meeting;

- Hoppie Nel gave a report back on the Competitions Commissions opinion with regard to the sharing of information. This will then guide industry on the way forward for 2016.
- Ernest Phoku (DAFF) went through a summary of the information supplied at the 2015 Annual Coordinating meeting in Tzaneen, and the plans for 2016. He emphasised the number of rejections due to incorrect carton labelling and documentation. Industry needs to pay more attention to detail in this regard.
- Deon Joubert reported on the CBS issue, highlighting the considerable improvement.
- Highlights from Russia were the fact that shipping was well coordinated, grapefruit deliveries were spread out (well done to the TASTE initiative), and imports were kept in line with demand; while challenges were experienced with regard to the weaker rouble, poorer buying power and difficulties with soft citrus.
- Highlights from Canada included the fact that exporters supplied according to required specifications, growth in early soft citrus exports, good quality fruit and the bagging programme. Challenges included the weaker Canadian \$, difficult food safety requirements, weight restrictions and the expensive cost chain.
- The Middle East saw an increase in volumes, especially lemons. Lemons benefited from an empty market at the beginning of the season; in contrast with navels which entered a fuller market. Grapefruit and soft citrus fared less well.
- EU volumes to northern Europe increased while southern Europe volumes were similar to 2014. The weaker rand assisted with returns.

PHYTOSANITARY REGISTRATION

PUCs and PHCs are required to register for phytosanitary markets. This can be done using the online registration tool which can be found here: <http://dev.cga.co.za/PhytClean/index.php> **BEFORE 30 OCTOBER 2015**

PACKED AND SHIPPED

To end Week 41 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	18.2 m	15.6 m	16.1 m	15.3 m	16 m	15.3 m	16.1 m	15.6 m
Soft Citrus	8.4 m	9.9 m	10 m	9.6 m	10 m	10 m	10 m	10 m
Lemons	10.6 m	13.2 m	15 m	12.9 m	15 m	13.6 m	15 m	13.2 m
Navels	25.4 m	26 m	24.5 m	26 m	24.5 m	25.1 m	24.5 m	26 m
Valencia	50.6 m	50.1 m	52.2 m	44.9 m	48.9 m	49.1 m	52.2 m	50.9 m
Total	113.2 m	114.8 m	117.8 m	108.7 m	114.4 m	113.1 m	117.8 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