



justchad_cga

FROM THE DESK OF THE CEO (41/15)

Justin Chadwick 30 October 2015

QUOTE OF THE WEEK “We contend that for a nation to try to tax itself into prosperity is like a man standing in a bucket and trying to lift himself up by the handle” Winston Churchill

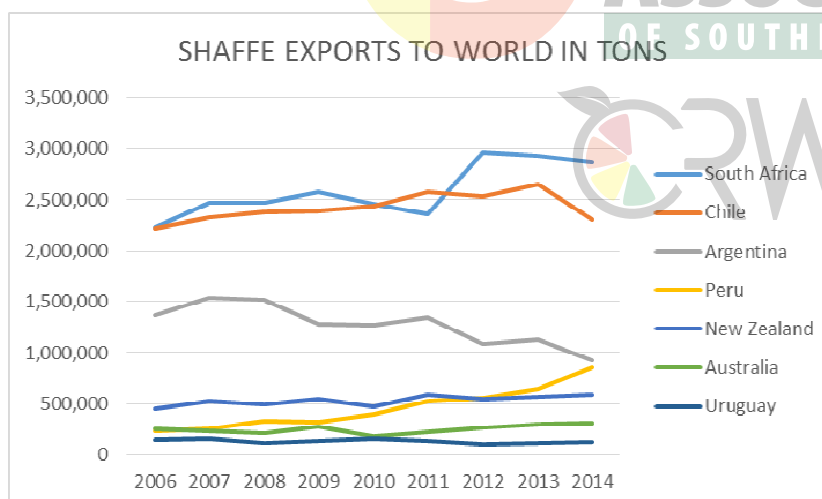
CORNERING THE MARKET

I have watched the Springboks in Irish pubs in Tokyo, Beijing and more recently Washington and Atlanta (Americans know nothing about rugby and clearly don't want to know anything about rugby; to get access to show all the rugby world cup matches the Irish pub had to fork out US\$ 10 000). If you are travelling in countries where rugby is not a religion like it is in South Africa and New Zealand and you need to watch a match; just google Irish Pub and you will find a venue. Although on quarter final weekend at the end of the Argentina-Ireland match the Irish pub in Washington was a depressing place!! The point is that Irish pubs “own” the watching of international rugby (and just about every other sport). In the same way Ethiopians own taxi driving in Washington – hail a cab in DC and the chances are 1 in 3 that the driver will be Ethiopian; they “own” that space. They have been found to be reliable, sharp and good taxi drivers; their relatives get hired when they arrive in the States; and they make sure that they do the job well so that any new relatives arriving will also get hired.

The southern African share of the southern hemisphere citrus market continues to increase. Almost three out of every four oranges consumed during the northern hemisphere summer originate in southern Africa; pretty much all the grapefruit consumed is South African while lemons are either from Argentina or South Africa. Soft citrus is a little more competitive – but there again South Africa has 20% of the market. This has been achieved by supplying markets with a good balance in quality, service, reliability, ethical production, environmental awareness and price while ensuring food safety. The more southern African citrus that gets consumed the more people consumers/importers and retailers become aware of the value proposition that this product delivers; resulting in more sales.

Being in this position is never taken for granted. As market leader, complacency will lead to erosion of volume; continuous improvement, attention to detail and making buyers pleasantly surprised will allow this industry to grow – providing much needed stimulus to the economy, retaining and growing the number of jobs and ensuring rural prosperity. To “own” something you need to take care of it and nurture it.

SOUTH AFRICA IS THE LARGEST FRESH FRUIT EXPORTER IN THE SOUTHERN HEMISPHERE



At the Southern Hemisphere Association of Fresh Fruit Exporters (SHAFTE) AGM in Atlanta last week the secretariat presented the latest data on volume of fresh fruit sold by seven of the SHAFTE members. Since 2012 South Africa has been the biggest southern hemisphere exporter of fresh fruit; with the gap with number two (Chile) widening in 2014 as South Africa experienced a bumper year while Chilean crops suffered from climatic difficulties. Argentina also shows the effects of South American climatic woes, and its own economic woes. Peru is showing good growth; New Zealand and Australia all show growth, while Uruguay is off 2005 levels.

PACKED AND SHIPPED

To end Week 42 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	14.9 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	14.7 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	51.1 m	50.6 m	52.5 m	47.7 m	50.4 m	49.1 m	52.5 m	50.9 m
Total	113.7 m	115.3 m	118.1 m	111.1 m	115.6 m	113.1 m	118.1 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