

FROM THE DESK OF THE CEO (13/16)

Justin Chadwick 15 April 2016

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else" Sam Walton

PHYTCLEAN

Somehow the fruit industries seem to have missed out on the fact that we have moved into the electronic era, with paper based systems prevalent throughout the industry. And with the world moving on to the robotic era we may miss out altogether. At a recent meeting on a citrus farm delegates were astounded at the reams and reams of paper needed to get a consignment dispatched to its overseas destination. For years leading growers have been asking for electronic data interchange between the different processes, authorities and systems governing the citrus industry. The PhytClean project aims to fill many of the gaps – Paul Hardman champions the project and explains the latest:

*Meaningful progress has been made in laying down a foundation for the PhytClean central data platform – a tool that will become an integral part of exporting to markets with phytosanitary requirements. Right now there is an urgent need to get all the various stakeholders together to 1) expose new parties to the concept and its likely impact on their business, 2) discuss some key principles of data access (who, what, when and how) given the relationships and structures within the fruit supply chain are complex, and 3) some specific challenges relating to the citrus industry (i.e. agreeing to an EDI version of the cultivar lists). To this end a meeting has been set up on **13th May 2016 near Stellenbosch** (Venue TBA). Agenda: 1st Session (09H00 – 09H45) – PhytClean Introduction. 2nd Session (10H00 – 12H00) – Rules of the game. Lunch 3rd Session (12H30 – 13H30) – Citrus specifics. All stakeholders are welcome RSVP portia@cga.co.za by 30 April 2016.*

PhytClean for the citrus industry 2016

Citrus growers and exporters should also be aware of the new tools introduced to the PhytClean tool in 2016: **ZAP-codes**: This helps you to take a "snapshot" of the status of Multiple PUCs or Orchards (e.g. as a consignment). At any later stage the ZAP code can be used to re-check the status on the live database – literally saving DAFF staff hours of manual typing and checking of details and allowing DAFF to issue Phytosanitary documents quicker. Adding **Bactrocera Dorsalis (BD) removal permit**: Once these removal permits are uploaded online they don't need to be sent with every EU consignment. **Symptom Expression testing (Ethephon Testing)**: DAFF have placed responsibility on the grower to capture Ethephon test information on the system. DAFF and PPECB will check and approve the data. Once approved the details will be instantly available to all others in the supply chain and officials elsewhere – reducing the need for moving paperwork around. Help tools are available on how to make use of these and other functions on the PhytClean online system – look under the HELP menu.

INDONESIA

This week ended well with a report from the South African Embassy in Jakarta that South Africa had gained Mutual Country Recognition (MCR) for 15 products. Included in the list are grapefruit, oranges, lemons and citrus fruits. MCR means that South Africa will save transport costs by entering through Jakarta port; while also simplifying some entry and certification requirements. Thanks go out to our Fruit South Africa colleagues, Department Agriculture, Forestry and Fisheries (DAFF), Indonesian authorities and the South African Embassy in Jakarta (and particularly Willem Geerlings who has shepherded the process).

WESTERN CAPE CITRUS PRODUCERS FORUM (WCCPF)

On Wednesday this week the USA came to Citrusdal in their numbers – and growers in the region exhausted their stock of English. Congratulations to Suhanra Conradie and Johan Mouton for putting on a great WCCPF Planning Meeting. As Ambassador Ismail stated in his address you have created a unique situation with your relationship with all those in the value chain from orchards in Citrusdal and northern Cape through to arrival in the US and beyond. The Ambassador commented that this was what Presidents Clinton and Mandela had envisaged when they met many years ago; which led to the creation of AGOA.

CONGRATULATIONS TO OUR IRON "MEN"

Congratulations to Idellete Olivier, Jan Louis and Janine Pretorius on completing the Iron Man in PE; juggling family and business life while trying to fit in training to complete this gruelling event is no mean feat. They covered a 3.8 Km swim, 180 Km on the bike and then finished off with a standard marathon (42 Km) – fortunately they do not have to pass a sanity test in order to enter!!