

FROM THE DESK OF THE CEO (31/16) (Follow me on Twitter justchad_cga)

Justin Chadwick 19 August 2016

“Knowledge is an unending adventure to the edge of uncertainty” Jacob Bronowski

SECOND CGA CITRUS SUMMIT: 8-9 MARCH 2017

The planning committee for the second CGA Citrus Summit (powered by **Standard Bank**) to be held from 8 to 9 March 2017 has met on a number of occasions to ensure that all bases are covered. **PPECB** are also on board with sponsorship, while others have shown interest. If you are interested in taking up a sponsorship opportunity please let me know.

The Summit will cover a number of strategic issues facing the citrus industry – the idea is to allow considerable time for discussion and debate; allowing delegates to give direction to the industry as it continues its growth path.

Although the programme is not yet complete – we have confirmed the keynote speakers – Professor Mohammad Karaan, Dean of Faculty of AgriSciences at Stellenbosch University, member of the National Planning Commission (authors of the National Development Plan) will open day one in a session that will look at the political and economic challenges and opportunities in South Africa. Parth Ambrish from the Yupaa Group in India will open the second day with a keynote address on marketing opportunities and challenges in the exciting Indian market.

The delegates will also get to grips with the topic of market development – since deregulation country of origin marketing of South African fruit has largely fallen away. Whose responsibility is it to ensure South Africa is recognized worldwide as a producer of a fruit basket that is exceptional in terms of quality and variety? What works and what does not? Who pays? This should result in an interesting discussion.

Recently the Competition Commission gave Fruit South Africa feedback on what information could be shared at industry meetings – this will be unpacked in terms of what information (intelligence) the industry requires and how this will be funded, collected and distributed.

Delegates will also get to grips with the development of new entrants into the citrus industry, what the CGA Grower Development Company is doing to ensure the empowerment and sustainability of black growers in the industry, and how success is to be measured.

Registration will open from 1 September – more details will follow in later newsletters.

PACKED AND SHIPPED

John Edmonds (CGA Information Manager) had a busy week as all the focus groups met – on the top of the agenda was the latest crop forecast. This has been a most unusual year – and the packing and shipping pattern left many uncertain about how the season would unfold. With 13.2 million cartons of grapefruit already packed it is only the southern regions still packing; the final prediction is now at 13.5 million cartons – 9% up on the original estimate but 16% less than 2015. After initially dropping their predictions the Navel Focus Group are now within 2% of the original estimate. Soft Citrus predictions are now 6% up on the original estimate as the late mandarin varieties start to get harvested. The Lemon Focus Group prediction is now recorded as 9% less than estimate – with most markets now short of lemons this may change as markets look for fruit. Finally the Valencia Focus Group made a small downward adjustment to their predictions – now 11% less than the estimate. With 50% of Valencia's now packed it will be interesting to see how the other half unfolds. The final effect of all these changes is a total predicted southern African citrus crop 6% less than the original estimate and 11% off 2015 levels.

To end Week 12/8/16 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AGRIHUB	2014	2015	2016	2015	2016	2016	2016	2015
Grapefruit	14.9 m	15.4 m	13.2 m	13.7 m	12.5 m	12.4 m	13.5 m	16.1 m
Soft Citrus	8.7 m	8.5 m	10.5 m	7.6 m	9.2 m	11.2 m	11.9 m	10 m
Lemons	12.7 m	13.6 m	13.7 m	12.9 m	13.2 m	16.1 m	14.6 m	15.1 m
Navels	23.5 m	22.8 m	24.6 m	20.2 m	22.7 m	25.1 m	24.8 m	24.5 m
Valencia	26.4 m	27.3 m	21.1 m	15.2 m	15.7 m	46.4 m	41.3 m	52.7 m
Total	86.2 m	87.6 m	83.1 m	69.6 m	73.3 m	111.2 m	106.1 m	118.4 m

SOUTHERN AFRICAN CITRUS GROWERS FUND THEIR FUTURE THROUGH THE CGA GROUP (CRI, RIVER BIOSCIENCE, XSIT, CGA CULTIVAR COMPANY, CGA GROWER DEVELOPMENT COMPANY AND CITRUS ACADEMY)