

# FROM THE DESK OF THE CEO

## (38/16)

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Justin Chadwick 14 October 2016



***“Everything is recycled in India, even dreams” Sashi Tharoor***

### **INDIA – HOT TOPIC AT CITRUS SUMMIT MARCH 2017**

India is seen by many in the citrus industry as showing promise for growth in exports. Those who have ventured into that market speak of the complexities and challenges. One significant difference from traditional markets in Europe is the distribution channels. A vast majority of the fresh produce sold in India goes through what is known as “traditional retailers” – in South Africa this could be likened to hawkers. But even within the traditional retailer category there are a number of formats. To assist the southern African citrus industry to understand the complexities of the Indian market Parth Karvat of the YUPAA group will present one of the keynote addresses at the CGA Citrus Summit (powered by Standard Bank) in March 2017. Parth has travelled extensively in his quest to source fruit for his company in India – he has great insight and understanding of the Indian market despite his young age. Yupaa was the first company to import South African citrus back in 2000.

Mohammad Karaan has been described by many as the doyen of agriculture in South Africa. As part of the National Planning Commission Mohammad was one of the architects of the National Development Plan, particularly the sections dealing with agriculture. He will deliver a keynote address focussing on the political landscape and how this impacts on agriculture.

**Register for the CGA Citrus Summit on [www.cga.co.za](http://www.cga.co.za). All stakeholders in the southern African citrus industry are urged to attend.**

### **MINISTER APPROVES CITRUS LEVY TO BE ADMINISTERED BY CGA**

On 8 September 2016 Minister Zokwana approved the statutory measures as requested by the CGA. These measures include registration, submission of records and returns and payment of a levy. These measures will be gazetted in December 2016 and will be effective from 1 January 2017. The levy rate per 15Kg carton will be 68 cents (excluding VAT) in 2017; 70 cents per 15Kg carton in 2018; 72 cents in 2019 and 74 cents in 2020. As in the past the levy will be predominantly utilised to fund research and market access for the southern African citrus industry. The new levy includes additional funds to resource the CGA Grower Development Company in order to drive meaningful transformation; a focus on consumer assurance (in particular environmental stewardship); additional market intelligence focus and work on fruit quality and the cold chain.

### **CITRUS MARKETING FORUM (CMF)**

The final CMF for 2016 will be held on at 10h00 on 26 October 2016 at Canal Walk Auditorium, Canal Walk Shopping Centre, Cape Town. Included on the agenda are information (shipped and packed information), market feedback (including the latest news from the EU), market access and logistics.

### **2017 REGISTRATIONS**

Growers are reminded to complete phytosanitary registrations for 2017 before 28 October 2016 – DAFF will not entertain any late registrations.

### **PACKED AND SHIPPED**

| To end Week 30/9/16<br>Million 15 Kg Cartons | Packed  | Packed  | Packed  | Shipped | Shipped | Original Estimate | Latest<br>Prediction | Final<br>Packed |
|----------------------------------------------|---------|---------|---------|---------|---------|-------------------|----------------------|-----------------|
| SOURCE:<br>PPECB/AGRIHUB                     | 2014    | 2015    | 2016    | 2015    | 2016    | 2016              | 2016                 | 2015            |
| Grapefruit                                   | 15.6 m  | 16.1 m  | 13.8 m  | 14.7 m  | 13.2 m  | 12.4 m            | 13.8 m               | 16.1 m          |
| Soft Citrus                                  | 9.9 m   | 10 m    | 12.1 m  | 9.2 m   | 11.3 m  | 11.2 m            | 12.1 m               | 10 m            |
| Lemons                                       | 13.2 m  | 14.9 m  | 15 m    | 14.5 m  | 14.6 m  | 16.1 m            | 15.1 m               | 15.1 m          |
| Navels                                       | 26 m    | 24.5 m  | 26.2 m  | 23.2 m  | 25.5 m  | 25.1 m            | 26.2 m               | 24.5 m          |
| Valencia                                     | 50.1 m  | 52.2 m  | 41.1 m  | 45.2 m  | 39.4 m  | 46.4 m            | 41.9 m               | 52.7 m          |
| Total                                        | 114.8 m | 117.7 m | 108.2 m | 105.8 m | 104 m   | 111.2 m           | 109.1 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)**