

FROM THE DESK OF THE CEO (45/16)

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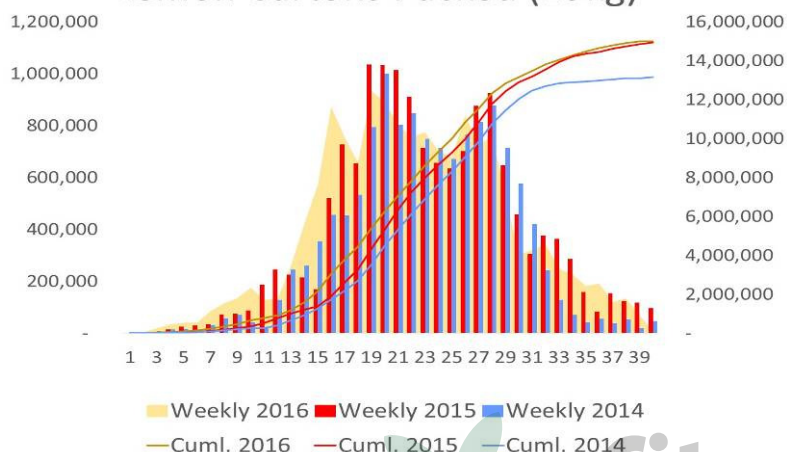
Justin Chadwick 25 November 2016



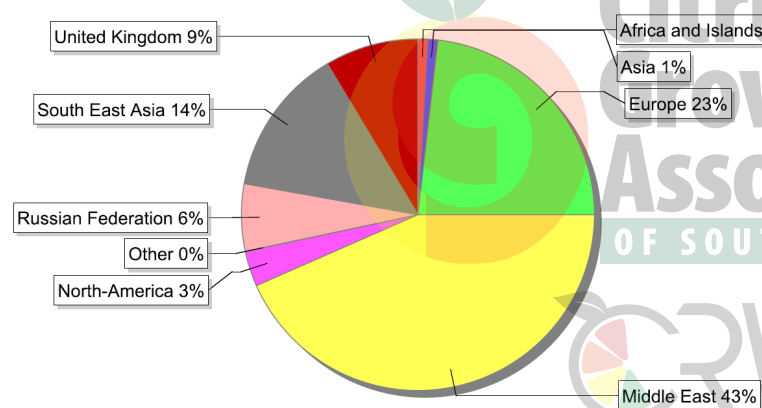
“Think of all the beauty still left around you and be happy” Anne Frank

SEASONAL REVIEW: LEMONS

Lemon Cartons Packed (15kg)



With the increased plantings of lemons now starting to reach harvesting age it was anticipated that lemon packed for export volumes would surpass previous years – the Lemon Focus Group settled on an estimate of 16.1 million cartons (2015 15 m and 2014 13.2 m). This proved ambitious as the final packed for export volume equalled 2015’s record 15 million cartons. The Sundays River region (responsible for almost 2/3rds of southern African lemons) packed far less than estimate – mostly due to smaller sized fruit. The Senwes region (Groblersdal and Marble Hall) made a good recovery after a weather related poor crop in 2015 and packed above estimate.



The Middle East continued to dominate the lemon exports – increasing from 6.1m (2015) to 6.4 million cartons. Lemon exports from southern Africa to Europe and UK both increased substantially; for Europe from 2.3 m (2015) to 3.4 m; and for UK from 0.9 m (2015) to 1.3 million cartons in 2016. North America (0.5 m) and Africa (0.1 m) remained static. The biggest losers were Russia (down from 1.9 m in 2015 to 0.9 million cartons) and South East Asia (down from 2.5 m cartons in 2015 to 2 million cartons in 2016).

CONGRATULATIONS TO BRUCE MCEVOY

The CGA’s representative in the USA is to achieve the United Fresh 2017 Lifetime Achievement Award in January 2017. If ever an award is well deserved this is it – Bruce is an inspiration to all who know him; his professional approach and wicked sense of humour make him unique. CONGRATULATIONS.

WHICH EXPORTER HAS THE BEST GRAPHICS ON THEIR CITRUS CARTONS?

During the height of the citrus season facilities such as the Fresh Produce Terminals in Durban are colourful places – filled with an array of pallets of different designed cartons. Those who travel the world and visit distribution centres and warehouses abroad also witness the range of colours and designs – with South African cartons often stealing the show. To showcase these carton designs and give some recognition to those who have developed them the CGA is running a competition that will culminate at the CGA Citrus Summit on 8-9 March 2017 (see more at www.cga.co.za). CGA invites all Exporters to send their carton designs (in a jpeg file) to gloria@cga.co.za. If possible please send three photos that would help the judges – one of the design, a printed carton, and one photo of a number of cartons stacked (palletised would be best). A judging committee will assess the entrants and determine what they believe to be the top design on southern African citrus cartons (please note the competition is for the graphic design on the carton, not the carton itself). The three top designs will have the opportunity to display their cartons at the Summit, while the winner will receive an award. Exporters can send in as many designs as they wish, but they must be designs that are actually used on export cartons. **Register for the CGA Citrus Summit now at www.cga.co.za or www.cgasummit.co.za and ensure that you are part of the future plans for the southern African citrus industry.**

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)