

FROM THE DESK OF THE CEO (02/17)

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Justin Chadwick 27 January 2017



“98% of all Harley’s ever sold are still on the road. The other 2% made it home” Anonymous

CITRUS SUMMIT – PRE SUMMIT TOUR

The “sold out” sign has been raised for the Pre-Summit Tour – numbers had to be restricted due to vehicle and accommodation constraints. Seats for the Summit are also filling fast – so please register now to avoid being disappointed www.cga.co.za .

THE GREAT FRUIT ADVENTURE

Last Friday two dusty long-range Triumph motor bikes pulled into the CGA offices in Hillcrest. On board were Max MacGillivray and Gareth Jones – who on 8 November 2016 had departed London on the self-same bikes. They travelled through Europe, entering Africa through Morocco before making their way down to South Africa. The idea behind “The Great Fruit Adventure” was sparked by Max, who could not believe that kids in the UK knew so little about the fresh produce they were consuming. He undertook to visit schools and educate them on the provenance of fresh produce, and then put his words into action by taking on the journey from London to Cape Town, visiting fresh produce related entities and people along the way. More about the journey can be found on their Facebook page (The Great Fruit Adventure – Africa 2016) or by following them on Twitter (@fruitadventure).

Since entering South Africa through Beit Bridge the travellers have been assisted by Fruit South Africa – with CGA (and Gloria Weare specifically) assisting in their itinerary in the northern regions. Max and Gareth could not stop talking about how much they appreciated the hospitality of the people they met in South Africa and Swaziland – when asked what they believed to be southern Africa’s fruit industry’s biggest asset they were unanimous – it is the PEOPLE. Thanks to all those who made the trip so memorable. They also commented on the excellent infrastructure in South Africa. The biggest weakness (and opportunity) that they identified was the South African fruit industry’s lack of marketing – there is such a good story to tell and yet most consumers are not aware of the unique nature of our industry.

Max and Gareth finish off in Cape Town this week – we would like to thank them for making us part of their journey, and laud them for the work they are doing.

REGULATORY FREEZE IN THE USA

The new US administration has put out a circular freezing all regulatory procedures. No new regulations can be sent to the Office of the Federal Registry (except in certain circumstances), unpublished regulations need to be withdrawn, and those that have not taken effect are to have a 60 day postponement. This decision has meant that the lemon access from regions in Argentina are put on hold. All work done on the wider access for South African citrus into the USA will similarly be affected.

AGRICULTURAL PRODUCTS AGENTS COUNCIL (APAC)

APAC have recently released a final document on Rules in Respect of Export Agents. Any Grower-Exporter who acts as an agent for another grower will need to be in compliance of these new rules. It is advisable for these Grower-Exporters to study the rules carefully. If you need a copy please mail justchad@iafrica.com

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