

FROM THE DESK OF THE CEO (19/17)

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Justin Chadwick 11th August 2017



“Being a woman is a terribly difficult task since it consists principally in dealing with men” Joseph Conrad

MESSAGE FROM THE CITRUS ACADEMY

"Pick me!" is Citrus Academy's online information sharing platform for job seekers and companies seeking employees. Citrus Academy Bursary Fund graduates or job seekers with citrus-related qualifications can email their CV's and relevant information to Londiwe Ngcobo at pickme@citrusacademy.org.za, and interested employers are to liaise directly with job seekers listed on the website at www.citrusacademy.org.za.

LAND REFORM

Land reform is a very sensitive topic in South Africa, and it is being used as a political football as parties jostle to gain popularity with the voting masses. Cleverer people than me have written reams of papers on the subject, academics have written doctoral theses and everybody weighs in with an opinion. There are a few undeniable truths: for the good of the country it is important that we have more successful, sustainable black growers; governments ability to effect successful land reform has been a dismal failure (the Minister in charge has gone on record as saying that 90% of governments land reform initiatives are a disaster); successful land reform endeavors are “despite” government, not “because” of government; there is a tremendous amount of goodwill in industry to assist in land reform. In the citrus industry there are a number of very successful black growers – although it does differ, in general these black farmers have the following attributes – they are individual owners of the businesses they run; they are eager to learn, have been mentored and/or trained to understand the intricacies of citrus farming; they have strategic partners who believe not just in business development, but also people empowerment; and they do not rely on government for handouts or assistance. The issue of multiple owners of a business (farming enterprise) has been debated at length. In general group ownership of an asset is difficult and often doomed for failure, however, there are some examples where this is not the case. Once again generalizing – but where these group ownership enterprises have succeeded it is associated with good leadership, understanding the enterprise that they are involved in, realistic expectations and good strategic partners. Where these group ownership enterprises have failed it has been due to unrealistic expectations, corruption, strategic partners taking advantage of less informed business leaders and poor leadership in general. Recently I visited the Kruger Park – just over the Crocodile River to the south of the park are citrus farms; they are beautiful to look at; healthy, robust trees in well-organized orchards and the epitome of a successful citrus enterprise. At Paul Kruger gate – one looks across the Sabie River at a failed land reform farm; all that is left are the blackened stumps and windbreaks of a farm that once looked exactly like the one across the Crocodile River. We can debate for days on what went wrong etc. etc. – the truth of the matter is that asset value has been destroyed, a thriving business is no longer and the beneficiaries have now got nothing!!

In order to address these issues, and transformation in the citrus industry in general, the citrus growers in South Africa formed the CGA Grower Development Company (CGA GDC). This company has been formed with one objective – to assist in the development of successful, profitable and sustainable black citrus growers. There are many who are already involved in this type of activity – and the CGA GDC will never be able to employ sufficient resources to do actual implementation and development on their own; they will partner with likeminded organisations, individuals and entities (strategic partners) to make it happen. The CGA GDC will ensure that their objectives and those of these strategic partners are aligned. Together we can bring about successful black grower development – which entails growth of the business and opportunities for new entrants to prosper. The CGA GDC is well positioned to engage government – and to ensure a shared vision and informed allocation of resources. For more information contact me or Lukhanyo Nkombisa (lukhanyo@cga-gdc.org.za).

PACKED AND SHIPPED

To End Week 31 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AGRIHUB	2015	2016	2017	2016	2017	2017	2017	2016
Grapefruit	14.8 m	13.1 m	15 m	12.2 m	12.7 m	15.6 m	15.5 m	13.2 m
Soft Citrus	8.1 m	10.1 m	10.7 m	8.8 m	9.6 m	13.2 m	13.6 m	12.2 m
Lemons	13.2 m	13.5 m	17.4 m	12.8 m	16.3 m	17.5 m	17.6 m	15 m
Navels	21.7 m	23.9 m	19.5 m	21.7 m	18.9 m	26.3 m	20 m	26.2 m
Valencia	19.1 m	18.1 m	23.9 m	12.6 m	14.6 m	50.1 m	48.5 m	41.8 m
Total	76.9 m	78.7 m	86.5 m	68.1 m	72.1 m	122.7 m	115.1 m	108.4 m

THE CGA GROUP OF COMPANIES (CRI, RIVER BIOSCIENCE, XSIT, CGA CULTIVAR COMPANY, CGA GROWER DEVELOPMENT COMPANY & CITRUS ACADEMY) ARE FUNDED BY SOUTHERN AFRICAN CITRUS GROWERS