

FROM THE DESK OF THE CEO (39/19)

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Justin Chadwick 27 September 2019



“The mind is not a vessel to be filled, but a fire to be kindled.” Plutarch

BE CURIOUS

A leading grower in the sugar industry once remarked as follows - *there are only two types of farmers “Good Farmers” and “not so good farmers”. The reason for the difference has nothing to do with education, race, culture or language, but only has to do with the fact that “Good Farmers” take advice but “not so good farmers” don’t take advice.*

I have heard many leading citrus growers comment on how much they have learnt from others during their farming journey. This is sage advice – always be curious; don’t just accept things but ask “why”. Why is it that your neighbours’ trees are looking better (or worse) than yours; keep observing what is happening around you and find out why things happen. The southern African citrus growers have at their disposal some of the worlds’ leading citrus researchers – learn from them. The Citrus Academy has a warehouse full of learning material – manuals and DVD’s – get hold of them AND KEEP LEARNING. Adopt the mantra of continued improvement – no matter how long you have been in the industry, or how much you believe you know everything; there is always something new to learn.

CITRUS STATISTICS

I LOVE STATISTICS – and John Edmonds (CGA Information Manager) has found a website that gives excellent graphics and information on trade flows. For this week’s newsletter I extracted some of the statistics on the orange trade – comparing 2017 (latest data) with 2012. This shows the fastest growing and the fastest declining global trade flows:

Fastest Growing	%	Fastest Declining	%
Egypt to China	+194%	Morocco to Russian Federation	-25%
Australia to China	+76%	Egypt to Ukraine	-21%
China to Vietnam	+61%	Turkey to Iraq	-16%
Mexico to USA	+46%	South Africa to Spain	-11%
South Africa to China	+37%	Egypt to Russian Federation	-10%

China has clearly developed an appetite for imported citrus – driven by economic growth, urbanization, increased disposable income and increased market access. The declining trends show the impact of sanctions, phytosanitary regulations, political tensions and declining economies.

ANNUAL CITRUS COORDINATING MEETING

This years’ meeting will take place in **Nelspruit on Wednesday 6 November 2019 from 09h00 to 13h00.**

CITRUS MARKETING FORUM (CMF)

The final CMF for 2019 will be held on 9 October 2019. The CMF will start at 10h00 and will be held at Nelson Wine Estate, R44, Windmeul, Paarl (same venue as last year). If you plan to attend please RSVP by **4 October 2019** to claudia@fpf.co.za . Agenda available from John Edmonds john@cga.co.za

PACKED AND SHIPPED

Million 15 Kg Cartons to end Week 38	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AgriHub	2017	2018	2019	2018	2019	2019	2019	2018
Grapefruit	15.5 m	18.6 m	16 m	17 m	14.5 m	17.1 m	16 m	18.8 m
Soft Citrus	13.4 m	16 m	18.1 m	15.5 m	17.1 m	18.3 m	19.1 m	16.2 m
Lemons	19 m	19.4 m	21.7 m	18.6 m	19 m	22 m	22.4 m	19.9 m
Navels	21 m	26.5 m	24.2 m	26.2 m	22 m	26.9 m	24.4 m	26.7 m
Valencia	49.9 m	48.7 m	44.9 m	42.6 m	37.3 m	52.9 m	45.9 m	54.4 m
Total	118.8 m	129.2 m	124.9 m	119.9 m	109.9 m	137.2 m	127.8 m	136 m

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