

FROM THE DESK OF THE CEO (50/20)

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“Do not put off till tomorrow what can be put off till day-after-tomorrow just as well” Mark Twain

MULTIPLY YOUR TIME

At this year's Global Leadership Summit Rory Vaden addressed the issue of productivity, and how to create time. Many of us complain that there are just not enough hours in a day; Rory Vaden gave a presentation on how to create more time, how to multiply time. This is a brief snapshot of what he had to say (he has some free online training if you want to learn more). He stated that most people think of time in terms of 24 hours, what can be achieved today. He contended that we should think about time differently, and not be confined by a certain period. In line with this he suggested going through a process in order to address a task should time be a limiting factor.

- 1) Eliminate: ask yourself if you really need to do the task, or can you live without it. If it is not your responsibility, then maybe you don't need to do it. Learn to say no (there are entire courses on how to say no).
- 2) Automate: if the task is something you may do multiple times, or is a regular weekly activity – look at automating it. See if you can develop a system or procedure that means the task can be completed automatically. The setting up of the automation may take some time, maybe even longer than completing the task once. However, each time you redo it automatically, you save time.
- 3) Delegate: if you are able to delegate a task to a person who has that responsibility, and is able to complete the task; then delegate. That does not mean passing the buck – it just means that you can get on with tasks that only you can do. Good leaders know how to delegate – and in so doing empower those they work with.
- 4) Procrastinate: if the task is not important or critical, and can be delayed while you assess whether you need to do it, or how to do it, or when time allows; then park it. That does not mean that you delay what you SHOULD be doing. After a while put this task back into the decision making process – in many cases it may have resolved itself.

Going through this process you multiply time – and you end up concentrating on the tasks that you really need to do.

BERRIES ZA JOINS FRUIT SOUTH AFRICA

Since Fruit South Africa was created the members have been the organised fruit groupings – CGA representing citrus, SATI representing table grapes, HORTGRO representing pome and stone fruit, SUBTROP representing avocado, litchi and mango, and FPEF representing exporters. This week BERRIES ZA, the newly formed organisation representing the berry industry, joined Fruit South Africa. This is a welcome development, as Fruit South Africa has the ambition of representing as many fruit industries as possible. Welcome aboard.

PACKED AND SHIPPED

The data used by CGA in the newsletter table is supplied by PPECB (packed) and AgriHUB (shipped). In 2020 there were some concerns around the accuracy of the data – as a result the decision was taken to delay final season figures until there was more confidence in the figures. Although there are still some concerns – a decision was taken to present what we believe are the best available statistics for the 2020 season:

Million 15 Kg Cartons to end Season	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AgriHub	2018	2019	2020	2019	2020	2020	2020	2019
Grapefruit	18.7 m	16.1 m	15.5 m	14.7 m	15 m	16.7 m	15.5 m	16.1 m
Soft Citrus	16.1 m	18.2 m	23.7 m	17.5 m	23.7 m	23.3 m	23.7 m	18.2 m
Lemons	19.8 m	22.1 m	28.4 m	19.7 m	27.1 m	26.4 m	28.4 m	22.1 m
Navels	26.6 m	24.3 m	26 m	22.8 m	25.2 m	26.5 m	26 m	24.3 m
Valencia	54 m	46.8 m	52.4 m	45.3 m	50.1 m	50.4 m	52.4 m	46.8 m
Total	135.2m	127.5m	146 m	120 m	141.1 m	143.3 m	146 m	127.5 m

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