

“No man can be successful, unless he first loves his work.” - David Sarnoff, CEO of RCA

DEVELOPING INFORMATION PLATFORMS TO ENHANCE EXPORT CAPABILITIES (M BROOKE)

Considering the information platforms that have been created or developed up to this point via PPECB, Agrihub, eCert, Phytclean and Transnet etc, there is a minefield of opportunities that can be created by integrating the information that is available to radically enhance the export capabilities of the industry. At this point, information relative to production is largely collected from PPECB and export information is largely collected from Agrihub. On the production side, the data collected from PPECB gives an indication of the production volume broken down mainly by variety, count size and area. The data gives a relatively accurate account of the packing flows but only about a week after the product has been inspected and approved for export. On the side of Agrihub relative to export data, the accuracy of the information is dependent on all loading facilities providing Agrihub with the data – its 99% there and the data is submitted to Agrihub on a daily basis for extraction. If the industry is to really monitor market supply and shipping optimally, there needs to be a way to track and trace product from source to destination on time and on a live end basis. What is emanating from the online data platforms developed (or in process of being developed) by PPECB, eCert and Phytclean, is that the data integration can now potentially be developed for this purpose. The CGA Board have recognized that information development is necessary to ensure the longevity and competitiveness of the industry as production increases towards the 200 million 15kg eqv. carton mark. The CGA are in the process of procuring resources with the skill set needed to unlock this potential. The first order of business in this regard is to establish with the data companies their willingness and agreement to participate in this process. Understandably there are hurdles to climb in so far as regulation governing information and competition is concerned. However the data sets that are required fall well within these parameters. The end goal is to have direct line of sight of product coming into the ports for export with detail on what product it is and where it is destined. Then on the export side is to have line of sight of actual shipments with traceability to end destination. Other major spin offs of this data is to monitor the logistics chain's effectiveness and provide detail to enable better management of the export flows from the packhouses to the cold stores to the ports or terminals and then onto the ships and onward to destination. Other developments are being considered to greatly enhance the exporters ability to manage and control the shipping process from a central hub. In conjunction with this, Transnet Port Terminals (TPT) are moving forward with the development of what has been termed 'Cargo Connect'. This systems seeks to integrate all parties linked to the shipping (import/export) process to enhance the effectiveness of landside planning and operations. If TPT are successful in developing and rolling out this system, it could pave the way for much improved productivity and simultaneously reducing bottlenecks and congestion.

PACKED AND SHIPPED

To Week 17 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB	2019	2020	2021	2020	2021	2021	2021	2020
Grapefruit	1.9 m	2.1 m	3.9 m	0.8 m	1.4 m	18 m	18 m	15.5 m
Soft Citrus	1.1 m	1.7 m	2.2 m	1.2 m	0.9 m	30.5 m	29.4 m	23.6 m
Lemons	2.9 m	7.2 m	7.3 m	5.6 m	5.2 m	30.2 m	30.2 m	29.6 m
Navels	0.2 m	0.2 m	0.3 m	-	0.1 m	26.3 m	26.3 m	26.2 m
Valencia	0.2 m	-	-	-	-	58 m	58 m	55.1 m
Total	6.3 m	11.2 m	13.7 m	7.6 m	7.6 m	163 m	161.9 m	150 m

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