

"People will sit up and take notice of you if you will sit up and take notice of what makes them sit up and take notice" Harry Selfridge

PAULA BESTER TO JOIN CGA TEAM

The citrus industry is facing imminent change in food safety and sustainability requirements, brought on by new policies such as the EU Green Deal and Farm-to-Fork Strategy. All stakeholders can expect the approach to citrus crop preparation and handling to undergo significant adjustments from 2021/22.

To remain ahead of these changes CGA is adding depth to the Consumer Assurance portfolio managed by Paul Hardman. After a careful search and a highly competitive interview process, we are pleased to announce that from 1st July 2021 Paula Bester will join the team.

Having grown up on a wheat farm in the Western Cape, Paula's roots are in Agriculture. She qualified with an MSc Degree in Food Science (cum laude) from the University of Stellenbosch – completed in 2020. One seldom gets such positive references from academics as Paula did. Her more recent working experience was as a Quality Control Officer at a food business, which has provided helpful exposure to commercial food safety and assurance schemes. Paula told us her interests are cooking, food styling, exercise, gardening and reading.

Paula will assist with the Citrus Sustainability Forum activities, keeping up with retailer and official food safety requirements, and work on ad hoc sustainability projects. We look forward to her joining and contributing to the team.

BEANSTALK

A few years ago Max Macgillivray and a friend rode Triumph motor bikes from London to Cape Town, highlighting the importance and role of fresh produce throughout their journey. CGA had the pleasure of welcoming Max to our offices in Hillcrest after he had visited many CGA members on his way down. Max now has a popular series of Beanstalk Broadcasts in partnership with PMA and other sponsors. On Thursday 24 June 2021 (next Thursday) at 14h00 South African time, Max will be turning his attention to citrus. As a teaser Max did an interview that can be accessed on Facebook – [AS PER THIS LINK](#), LinkedIn – [AS PER THIS LINK](#), or Youtube – [AS PER THIS LINK](#).

More information can be found [AS PER THIS LINK](#).

PACKED AND SHIPPED

During the past week the Soft Citrus Focus Group dropped their prediction by a further 300 000 cartons; while the lemon focus group decreased their prediction by a million cartons.

The season is now roughly a third packed and passed for export.

End of Week 23 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	11 m	10.6 m	12.5 m	8 m	10.2 m	18 m	16.8 m	15.5 m
Soft Citrus	6.6 m	8.9 m	13.3 m	6 m	7.2 m	30.5 m	29.2 m	23.6 m
Lemons	10.4 m	17 m	15.9 m	14.1 m	13.9 m	30.2 m	29.2 m	29.6 m
Navels	7.4 m	9.1 m	10 m	4.8 m	5.5 m	26.3 m	26.1 m	26.2 m
Valencia	0.7 m	1.2 m	1.7 m	0.4m	0.8 m	58 m	57.6 m	55.1 m
Total	36.1 m	46.8 m	53.4 m	33.3 m	37.6 m	163 m	158.9 m	150 m