

FROM THE DESK OF THE CEO (22/23)

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Justin Chadwick 2 June 2023



"It's not the mountain we conquer, but ourselves" Sir Edmund Hillary

CITRUS MARKETING FORUM (CMF) – MAY 2023

Judging from the excellent attendance at the first "mini CMF", the decision of holding more regular, more brief CMF's seems to have been well received – over 130 people joined the meeting last week. Ably chaired by Werner van Rooyen (FPEF) the first item was feedback by Portia Magwaza (CGA) on the packed and shipped volumes to date – with some perspective from Variety Focus Group members (grapefruit – Barry Landman; mandarins – Martina Odendaal and lemons – Leroux Venter). This was followed by some feedback from the markets by Charl du Bois and Werner. The final section of the CMF was an open discussion ("ask us anything").

The feedback on 2023 packing to date showed that growers are approaching the season in a disciplined and cautious manner – the volume of grapefruit exported for processing purposes is almost zero, while the mandarin sector shows that category 1 fruit accounted for 93% of satsumas, 90% of clementines and 86% of mandarins.

Werner kept the CMF to under one hour. The next CMF will be held on Thursday 29 June at 14h15. It would assist in preparation if you could send any questions through to Portia (portia@cga.co.za) so that we can prepare. Please contact Portia to get a link to the meeting.

EXCELLENCE IN SOUTH AFRICA

While there are a lot of reasons for South Africans to feel a little down at the moment – a few meetings that I recently attended gives a lot of reason for optimism. On the sidelines of the visit by the Finnish Prime Minister and the Prime Minister of Singapore, the Department Trade, Industry and Competition organised business to business meetings. The excellence that I was exposed to at these meetings was inspiring – there are young South Africans who are world leaders in many fields. At the Finnish meeting, South African businessmen from the mining, timber, artificial intelligence and IT sectors exposed work that matched those of the Finnish business men – this is impressive if one considers Finland is home to IKEA and Nokia. South Africans are laying fibre across Africa, South Africans are developing cashierless check out systems for overseas retailers – there is an incredible pool of expertise in this country.

Unfortunately, most of us are not exposed to these good things going on around us. To reach their full potential these entrepreneurs and innovators need uninterrupted energy supply, mobility of people and data, and a safe and secure environment to operate in.

At all the opportunities to address visiting delegations from EU member states (Belgium, Finland, and Bulgaria) both President Ramaphosa and Minister Patel stressed the importance of resolving the impasse on orange regulations, underscoring that the way the EU was approaching the trade irritant was no way to treat a strategic partner.

PACKED AND SHIPPED

End of Week 21 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AGRIHUB	2021	2022	2023	2022	2023	2023	2023	2022
Grapefruit	13.1 m	10.3 m	8.5 m	6.8 m	6.0 m	14.4 m	14.3 m	16.7 m
Mandarins	7.1 m	6.4 m	8.8 m	3.5 m	5.6 m	34.1 m	34.1 m	31.8 m
Lemons	13.9 m	13.0 m	15.7 m	8.6 m	13.2 m	37.3 m	37.1 m	34.7 m
Navels	6.0 m	2.9 m	3.5 m	0.6 m	1.3 m	25.3 m	25.3 m	27.8 m
Valencia	0.4 m	0.1 m	0.2 m	-	-	54.5 m	54.5 m	53.8 m
Total	40.5 m	32.7 m	36.7 m	19.5 m	26.1 m	165.6 m	165.3 m	164.8 m

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