

FROM THE DESK OF THE CEO

"We can easily forgive a child who is afraid of the dark; the real tragedy of life is when men are afraid of the light." (Plato)

SHARED INTELLIGENCE MAKES FOR BETTER VALUE-CHAIN DECISIONS IN UNCERTAIN TIMES

This week the CGA group teams were doing the last round of the roadshows to the various citrus growing regions to share the CGA group plans, as well as to provide an update on progress made since the roadshows held in 2024. Attendance has generally been pleasing although improvements can be made in some areas to encourage better representation and attendance by growers.

We will conduct a post-roadshow analysis to understand the level of satisfaction with how we undertook this work, what could be improved and inform the changes to be made in 2028. The events of the last week have clearly confirmed that the chosen theme of "V260 gearing for growth in uncertain times" is quite appropriate and relevant for the coming season and in the near term. Uncertainty and volatility have become the only certainties at this moment. Strengthening ecosystem connectivity and collaboration is one of the strategic interventions arising from the strategic planning session held in October 2025, and in that regard, we want to share intelligence across stakeholder groups to enable better value-chain decisions. Putting growers in charge of their destiny.

Several shifts have taken place as of last week, including, among others, exchange rate fluctuation, an increase in crude oil prices, the closure of the Strait of Hormuz, and the concomitant cessation of shipping to the Middle East. Our early lemons are ordinarily destined for this part of the world. This has added to last year's challenge where reciprocal tariffs became central to market access regulation.

As CGA, we remain convinced that the future will be shaped by our ability to open new markets, to retain markets where we have been operating for many years, and to optimise trading conditions in existing markets, giving all markets similar importance. This means we must continue to push for improvements in sanitary and phytosanitary regulations that have been used punitively in some of these markets and address the high tariffs our citrus is subjected to.

We continue to push hard to find a resolution to these issues, working with the government. Some progress is being made in ongoing negotiations with China towards an early harvest-target for the CAEPA discussions in March 2026. The successful conclusion of these negotiations and the amendment of the cold sterilisation protocol could prove very beneficial in maintaining and supporting the growth trajectory that we are experiencing.

The USA's 10 percent tariff applicable as of the 24th of February 2026 to our citrus, safe for oranges that enter tariff free, although not ideal, is not very different from the situation that unfolded last year. Growers were able to frontload shipments in line with the introduction of reciprocal tariffs in August of the same year.

We reiterate that the ability to access all markets, and to grow where we are already exporting, is important as volumes trend upward toward reaching 260 million cartons in 2032. We have strengthened our ability to provide information, and we need growers to become active users as that would help improve our understanding of the demand side of information requirement and help us enable better value chain decisions.

CGA GROWER ROADSHOWS

With most of the regional roadshows now concluded, the team will take to the road for the final roadshow in KZN on 11 March starting at 14h30. Kindly RSVP to Tanya (tanya@cga.co.za) to ensure you are catered for.

CITRUS MARKETING FORUM (CMF)

Please take note of the upcoming Citrus Marketing Forum (CMF) that will be taking place on 24 March 2026 at Protea Hotel Technopark, Stellenbosch starting at 10h00. **In-person attendance is encouraged** to allow for meaningful engagement and discussion on current market and industry matters. To assist with planning and catering, please RSVP to Claudia Walklett (claudia@fpf.co.za) by 17 March. Should you be unable to travel, a hybrid option will be available – please contact Portia Magwaza (portia@cga.co.za) for the link.

INTERESTING FACTS

Citrus fruits are rich in flavonoids, which have anti-cancer properties.

CGA GROUP INFO CITRUS MARKETING FORUM (CMF)

Date: Tuesday, 24 March

Time: 10h00

Venue: Protea Hotel, Technopark, Stellenbosch (In-person) – RSVP to Claudia Walklett (claudia@fpf.co.za)

Hybrid option: Contact Portia Magwaza (portia@cga.co.za) for the link