

FROM THE DESK OF THE CEO

"Someone is sitting in the shade today because someone planted a tree a long time ago." (Warren Buffet)

AN INCREMENTAL APPROACH TO BETTER TRADE TERMS WITHIN BRICS

Recently, the CGA took a group of diplomats from the Chinese Embassy to a farm in the Groblersdal region to give them direct exposure to our industry. The visits come at a real cost to growers and their teams, especially at a time when citrus operations are ramping up during the busy start of the season. Any official visit can add pressure to an already demanding schedule. We remain tremendously grateful to the growers and their teams for their willingness to make these visits possible and for being great hosts. This kind of exposure gives diplomats a tangible, first-hand understanding of how our citrus is grown and how it is handled before it reaches its destination market. It allows for an appreciation of the high quality of our citrus, which consumers in their home country get to enjoy. It also aligns closely with the industry's Grow, Retain and Optimise (GRO) strategy for the markets we serve.

India has assumed the BRICS Chairmanship this year and thus a number of Ministerial level visits will be undertaken as result, offering opportunity to further advance market access objectives. Our focus on that market always remains firm. India, the world's most populous country, represents a significant growth opportunity. Our market development programme there, now in its second year, continues to gain traction under the message: "beautiful country, beautiful fruit, exceptional taste." Encouraging export growth in the past year suggests that this targeted approach is beginning to deliver results.

At home, agriculture continues to be recognised as a vital contributor to economic growth, employment, and rural livelihoods. Within this context, the citrus industry plays a leading role. Recent developments, such as the amended export protocol for China and the implementation of tariff-free access into that market, are particularly promising. China remains a cornerstone of our global ambitions. However, unlocking the full potential of these opportunities will require continued progress on trade negotiations. We urge the Department of Trade to accelerate discussions with both China and India, key partners within BRICS. Ultimately, our success lies in combining on-the-ground excellence with strategic market engagement. By continuing to invest in relationships, showcase our capabilities, and pursue new market opportunities, we position South African citrus for sustained growth and resilience in the years ahead.

MORE DETAIL ON GRAPEFRUIT VOLUMES

As reflected in the CGA's weekly packed and shipped volumes table below, grapefruit figures continue to track steadily, with 8.6 million cartons packed to date. At first glance, these volumes may suggest a very strong flow of fruit into international markets. However, it is important to view these numbers within the full context of how the figures are compiled.

The weekly table captures total packed volumes across the variety group. This includes processing grade fruit. For instance, this week's figures actually break down as follows: Class 1 and 2 amount to 7.2 million cartons, while processing grade accounts for 1.4 million cartons. By comparison, last season Class 1 and 2 amounted to 7.8 million cartons, and processing grade totaled 800,000 cartons. This aligns with the expectations at this stage of the season.

CGA WHATSAPP COMMUNITIES

The CGA will be establishing a new WhatsApp Community as an informal yet official communication channel to complement existing email communication, not replace it. The community will initially include a single group, "From the Desk of the CEO," with the intention to expand into additional, purpose-specific groups over the coming weeks. Communication within the platform will be kept to a minimum, focused, and professional at all times. To ensure the integrity and privacy of information shared, only designated administrators will be able to post messages, maintaining a controlled and secure communication environment for all members. Stakeholders can join the community [here](#).

PACKED AND SHIPPED VOLUMES

End of week 21 million 15 kg cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Vision 260
SOURCE: PPECB/AGRIHUB	2024	2025	2026	2025	2026	2026	2026	2025	2026
Grapefruit	8.8 m	8.6 m	8.6 m	6.6 m	5.9 m	17.8 m	17.7 m	15.3 m	15.5 m
Lemons	15.9 m	16.9 m	22.1 m	13.8 m	16 m	45.9 m	45.8 m	41.6 m	43.4 m
Mandarins	9.9 m	10 m	13.4 m	5.8 m	5.9 m	52.7 m	51.8 m	53.5 m	50 m
Navels	4 m	3.2 m	3.5 m	0.9 m	0.6 m	30 m	29.2 m	31.6 m	32.3 m
Valencia	-	0.2 m	-	-	-	63 m	62.9 m	62 m	67.8 m
Total	38.6 m	38.9 m	47.6 m	27.1 m	28.4 m	209.4 m	207.4 m	204 m	209 m

INTERESTING FACTS

Tangerine essential oil can be used to help soothe anxious feelings and manage stress.