FROM THE DESK OF THE CEO (33/25)
Boitshoko Ntshabele, 15 August 2025

"Your most important work is always ahead of you, never behind you." *– Stephen Covey*

ESTIMATES ADJUSTED UPWARDS

The citrus export season has passed its midpoint and with that, the Citrus Growers' Association of Southern Africa (CGA) has adjusted export projections for the current season upwards. The latest indications are that 188.3 million 15kg cartons are expected to be packed for export, a 10% increase from the initial projections. A combination of factors, including good weather conditions resulting in a great crop and a pull in demand from overseas markets at the beginning of our season, have set us up with the potential for a good season. The performance of the ports has been pleasing this time around, a testament to progress that is being made by the Transnet team and their investment in new equipment.

This has helped get fruit out a little earlier than usual, and smoother than usual through the season so far. However, with a larger projected crop, it will be important to keep the fruit moving swiftly through the ports over the next weeks.

With the projection of 188.3 million cartons for 2025, the industry remains on a trajectory to achieve production goals as set-out in Vision 260. This is despite current trade turmoil arising from 'liberation day' tariffs, rising input costs, and the EU's continued unscientific and unfair plant health trade barriers – a source of constant frustration for our growers as these reduce their ability to realise a good return. The growth in exports holds a potential for jobs to be created, but the new citrus must find destinations. The CGA's own strategy of growth is premised on new market acquisitions, with over 100 destinations already, but as we have previously stated: we need to also deepen access in existing markets through the improvement of protocols and conditions, the retention of existing markets, and the removal of tariffs where they exist as a barrier. Not improving market access across the board – including the US, China, India, Japan, and others – will result in a missed opportunity for serious job creation. We continue to work with government in its renewed effort at diversifying markets and expanding market access to new territories.

As a sector, we will continue to work closely with all partners to ensure the steady and stable delivery of a quality product to our markets. This sets the scene for the final part of what right now, promises to be a successful export season.

PACKED AND SHIPPED

End of Week 32 million 15 kg Cartons	**Packed**	**Packed**	**Packed**	**Shipped**	**Shipped**	**Original Estimate**	**Latest Prediction**	**Final Packed**	**Vision 260**
SOURCE: PPECB/AGRIHUB	**2023**	**2024**	**2025**	**2024**	**2025**	**2025**	**2025**	**2024**	**2025**
Grapefruit	13.2 m	13.7 m	14.4 m	12.8 m	13.7 m	15.3 m	15.1 m	14.4 m	16.8 m
Lemons	34.9 m	32.4 m	37.7 m	30.6 m	36.2 m	32.9 m	39.6 m	34.7 m	41.5 m
Mandarins	32.6 m	33.9 m	39.5 m	27.2 m	35.4 m	44.9 m	49.4 m	41.6 m	43.9 m
Navels	23.7 m	21.2 m	27.0 m	17.4 m	24.7 m	26.1 m	29.6 m	25.1 m	21.7 m
Valencia	27.6 m	22.7 m	30.4 m	15.5 m	24.1 m	52.0 m	54.6 m	48.8 m	58.0 m
Total	**132.0 m**	**123.9 m**	**149.0 m**	**103.5 m**	**134.1 m**	**171.1m**	**188.3 m**	**164.6 m**	**181.9 m**