

“Data is the new oil.” — Clive Humby

DATA AND VALUE

The central meaning of the above quote by Clive Humby could be that data is a tradable commodity, or data is a critical ingredient underpinning modern life, or is a store of wealth, or a key factor that shapes geo-politics. All these might apply, but it is reported the real emphasis Dr Humby intended at the time was that, like oil, data is only valuable when it is refined. In its raw state it only has potential benefit.

At the CGA Board meeting this past week the Board were presented with an update on the recent activities of the CGA Business Intelligence team and the direction the team is moving in. Having gone through personnel changes, with Albert Coetzee now heading up the team, supported by Portia Magwaza and Sameera Ebrahim (since July 2025), the main goal over this period has been to ensure the packed and shipped figures provided to stakeholders have been as accurate and “live”/current as possible. This has been challenging at a few junctures, and the team have had to work closely with data providers when the providers' systems have come under pressure. Regardless of occasional obstacles, extremely useful reporting is being done on the platforms that were introduced at the beginning of the year – i.e. the new CGA website and live dashboards.

Stakeholder Inputs: Over the same period the team has also thought about how to improve and innovate for the next season, particularly how to “refine” the available data to increase its use and value to stakeholders. To this end, a survey is launched to gather information on the needs of stakeholders, as well as any insights they might have on the topic. We would like to invite growers and stakeholders to take a brief moment and share their inputs by following this link: [CGA SURVEY](#)

The key interest is to hear from data “superusers” – those that engage and depend on the data for live decision-making. The aim is to improve information flows and accessibility. And the more feedback we get, the better we can make the system work.

It should be noted that the CGA has also invested in upgrades to the AgriHub data systems. These upgrades have not yet been “switched on” for 2025. They will be activated only when the team is fully confident the outputs are bug-free and wholly integrated. These upgrades should be available for the 2026 citrus export season and is expected to improve the visibility of citrus shipped figures.

Artificial Intelligence: AI has also been given attention. There are current and potential uses for AI for internal CGA processes, or for within the CGA Group of companies, as well as applications for the wider citrus industry. The CGA COO is engaging with relevant role players and looking into these possibilities.

PACKED AND SHIPPED VOLUMES

End of Week 34 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	13.7 m	14.0 m	14.8 m	13.3 m	14.5 m	15.3 m	15.1 m	14.4 m	16.8 m
Lemons	35.8 m	33.6 m	39.2 m	32.1 m	37.9 m	32.9 m	39.6 m	34.7 m	41.5 m
Mandarins	36.2 m	38.3 m	45.4 m	32.1 m	41.3 m	44.9 m	49.4 m	41.6 m	43.9 m
Navels	25.3 m	23.5 m	29.4 m	19.8 m	27.4 m	26.1 m	30.1 m	25.1 m	21.7 m
Valencia	39.0 m	32.4 m	42.0 m	22.0 m	34.8 m	52.0 m	55.5 m	48.8 m	58.0 m
Total	150.0 m	141.8 m	170.8 m	119.3 m	155.9 m	171.1 m	189.7 m	164.6 m	181.9 m