FROM THE DESK OF THE CEO (45/25)
Boitshoko Ntshabele, 7 November 2025

"Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek." – Barack Obama

LAYING A FOUNDATION FOR BRICS TRADE

Trade media reported on the arrival of Brazilian limes to India following a bilateral agreement struck earlier this year as part of trade within the BRICS framework. With the arrival of the limes, it was clear Brazilian exporters are positioning their limes as an attractive new option in the Indian market.

Trade is high on South Africa's list of economic priorities. The Minister of Agriculture concluded and signed a stone fruit protocol with China a few weeks ago, and the President visited Indonesia, followed by visits to Vietnam and Malaysia. In this context, one observes that while the BRICS platform has not necessarily had trade as a key objective, a lot of work is seemingly undertaken to expand trade within the block. Agricultural economist Wandile Sihlobo earlier this year made a call for deepening trade within BRICS, especially noting that South Africa's agricultural exports to the bloc remain relatively low, and were less than 10% of SA's total agricultural exports, valued at US$13.7 billion in 2024.

The bloc is home to two of the world's most populous countries – China and India. Both are countries that we as the CGA are also looking at as we cast our eyes to 2032 and exploring options of where the expected volume increase to 260 million 15kg cartons will find consumers. Government and industry should develop bold strategies and build stronger partnerships on how to win a substantial chunk of the agricultural market opportunity within the BRICS formation.

At the same time, investment is necessary to ensure that we develop these markets to ensure they welcome much more of South Africa's high-quality citrus. This calls for a closer alignment between government and industry in terms of approaches, and maybe even the use of incentive schemes to support entry and penetration into the markets. Competition is going to be intense as all exporting countries are diversifying away from traditional markets.

REGISTRATION FOR SPECIAL MARKETS

All growers, packhouses and exporters are reminded to complete online registrations with the Department of Agriculture for orchards and facilities intending to be involved with citrus exports to Special Markets for the 2026 export season. Please visit this page to register: https://agriops.ecert.co.za/login. Registrations close on **14 November 2025**. For support, please use these channels: Email – support@ecert.co.za; Phone – 031 940 6795; Support portal: https://support.ecert.co.za.

PACKED AND SHIPPED VOLUMES

End of Week 44 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	14.2 m	14.4 m	15.3 m	14.1 m	15.0 m	15.3 m	15.3 m	14.4 m	16.8 m
Lemons	36.8 m	34.7 m	41.3 m	34.5 m	40.9 m	32.9 m	41.3 m	34.7 m	41.5 m
Mandarins	40.1 m	41.7 m	53.5 m	41.2 m	52.0 m	44.9 m	53.5 m	41.7 m	43.9 m
Navels	26.1 m	25.1 m	31.5 m	24.7 m	31.0 m	26.1 m	31.5 m	25.1 m	21.7 m
Valencia	53.6 m	48.7 m	61.8 m	48.2 m	59.7 m	52.0 m	61.8 m	48.7 m	58.0 m
Total	**170.8 m**	**164.6 m**	**203.4 m**	**162.7 m**	**198.6 m**	**171.2 m**	**203.4 m**	**164.6 m**	**181.9 m**