

LEMON FOCUS GROUP

DRAFT MINUTES OF THE LEMON FOCUS GROUP HELD AT 14:00 ON MONDAY 17TH MARCH 2014 AT BIRCHWOOD HOTEL AND CONFERENCE CENTRE, ORT, JHB

Present:

Hannes De Waal	(Chairman - Sunday's River)
Andrew Muller	(Nelspruit)
Philip Dempsey	(Patensie)
Peter Button	(Southern KZN)
Petros Shiba	(CDC)
Ernest de Villiers	(East Cape Midlands)
Peter Nicholson	(Limpopo River)
Graham Barry	(CGA—observer)
John Edmonds	(CGA-secretariat)
Paul Hardman	(CGA-secretariat)

In attendance: Gabriele van Eeden

Barry Mildenhall	Western Cape
Deon Joubert	Eastern Cape Midlands
Martina Odendaal	SRV
Piet Smit	Patensie
	Letsitele

Apologies:

Guy Turner	(Nelspruit)
Gert Bezuidenhout	(Hoedspruit)
Danie Matthewson	(Vaalharts)
Richard Allen	(Boland)
Peter Pullinger	(Senwes)
Rikus Groenewald	(Western Cape)
Andre Barnard	(Pongola)
Jacques Nel	(Letsitele)

1. Welcome

The Lemon Focus Group chairman (2013), Hannes de Waal welcomed all to the meeting.

2. Apologies

(As noted above)

3. Verification of regional focus group representatives for 2014 and election of chairman and vice chairman.

Hannes de Waal was unanimously re-elected as Chairman for 2014.

Peter Pullinger was proposed and elected as vice-chairman.

4. Approval of Minutes of Meeting held on 7 August 2013.

The minutes were approved by Phillip Dempsey, seconded by Ernest de Villiers.

5. Matters Arising from Minutes

5.1. Research/Intellectual Property protection by industry.

Previously dealt with by email from Vaughan Hattingh to Hannes de Waal.

6. Estimates for 2014

See Table below.

7. Markets

Markets, in general, appear to be strong, except for EU. Growers are requested not to push the EU lemon market, which will also help to reduce the chance of black spot interceptions. It was noted that supply would most likely be lower from competitive countries this year due to weather conditions.

8. General

8.1 Black spot and industry information: Mr Nicholson motivated the need to urgently develop an electronic information system. It was proposed that this be proposed at the CMF meeting on 18 March 2014.

8.2 Grower Forum: The meeting considered whether the existing industry structures were still relevant in their current form. It was felt that more opportunities should be created for growers to discuss strategic matters (e.g. the impact of CBS on the industry) and for these to be held together rather than in individual variety groups (because the issues are common across varieties). It was also felt that a combined Valencia and navel meeting should be held at the beginning of the year given the impact these varieties potentially have on each other in the market. CGA will consider these comments and suggestions in light of organizing these first meetings for 2015. It was the feeling of the meeting that it would also be appropriate to re-visit the function/purpose of the CMF.

9. Meeting dates for 2014

It was decided to hold regular meetings in the same pattern as in previous years i.e. on the first Wednesday of the month at 3pm starting in April.

Annex1. Lemon Focus Group 2014 Estimate

	2012	2013	Early	Mid	Late	Total	% change
S.R. Valley	5 467 493	4 890 665	1 074 205	4 489 165	436 630	6 000 000	123%
Senwes	1 449 681	1 811 755	878 366	1 359 504	26 824	2 264 694	125%
Boland	690 088	799 353	11 986	714 587	23 426	750 000	94%
W. Cape	583 721	619 892	88 745	481 903	9 352	580 000	94%
Hoedspruit	465 622	469 778	432 308	30 800	6 892	470 000	100%
E. Cape Midlands	388 853	330 149	-	362 682	17 318	380 000	115%
Patensie	457 322	431 036	53 351	304 862	21 787	380 000	88%
Nelspruit	351 430	474 370	200 000	150 000	150 000	500 000	105%
S-KZN	129 198	157 459	26 020	125 717	8 263	160 000	102%
Limpopo River	136 968	205 416	179 745	20 186	68	200 000	97%
Oranje Rivier	84 382	64 738	14 671	55 329	-	70 000	108%
Pongola	90 429	108 389	41 044	63 956	-	105 000	97%
Nkwalini	99 036	88 421	55 000	50 000	-	105 000	119%
Letsitele	80 521	126 151	91 393	32 735	872	125 000	99%
VaalHarts	17 177	24 807	9 086	10 914	-	20 000	81%
Other	20 185	24 555	8 786	12 617	3 597	25 000	102%
Grand Total	10 512 106	10 626 934	3 164 708	8 264 956	705 030	12 134 694	114%

