

SOFT CITRUS FOCUS GROUP

DRAFT

MINUTES OF TELECONFERENCE OF THE SOFT CITRUS FOCUS GROUP HELD AT 14:00 ON THURSDAY 26 JUNE 2014

Present:

Charl Tibshreany	(Sunday's River Valley – acting chair)
Stefan Bruwer	(Boland)
Andrew Cooper	(Letsitele)
Gerrit vd Merwe (jr)	(Western Cape)
Jock Danckwerts	(Eastern Cape Midlands)
Ista Upton	(Senwes)
John Edmonds	(CGA – secretariat)

Apologies:

AJ Esser	(Nelspruit)
Graham Barry	(observer – CGA)
Martina Odendaal	(Patensie)
Lawrence Mgdale	(Citrus Development Chamber).

1. Welcome

Charl Tibshreany vice chairman of the Soft Citrus Focus Group chaired the meeting in the absence of Martina Odendaal. He welcomed all to the meeting.

2. Apologies

As noted above.

3. Approval of Minutes of Meeting held on 29 May 2013.

The minutes were approved; proposed by Gerrit van der Merwe and seconded by Andrew Cooper.

4. Matters Arising from Minutes

4.1. UNECE document:

Jock Danckwerts disagreed that this topic be removed from the agenda. He noted that with the current DAFF standard and proposed UNECE standard, we would not be able to export any Clementines with an average of more than 3 seeds. Those with more than 9 seeds still can't be called mandarins or tangerines according to the proposed UNECE standard and there is no provision for "Clementines with seeds" in the DAFF standards. He felt that the obvious solution is to change the current DAFF standards to align them with UNECE standards. Growers who wished to distinguish their fruit as low-seeded or seedless could do so by putting it on the side of the box. A sub-committee with Jock Danckwerts, John Edmonds and Graham Barry will be constituted to review the DAFF standard and make a proposal for the Soft Citrus Focus Group to consider.

5. Projections for 2014 (see Annex1)

John Edmonds noted that Satsumas and Clementines exports had exceeded initial estimates and subsequent projections. Stefan Bruwer said that they had underestimated the magnitude of the "on year" with regard to Satsumas and Clementines. Fruit was very clean and the crop was big. They were still packing. Quality was good with acids around 1.0 and brix of 12 to 13.

Western Cape are also still packing and increased their projection. Gerrit van der Merwe reported that they had "beautiful fruit" with a lot of fruit falling in the counts 2 to 3.

Stefan Bruwer said that with the markets being full one could expect more claims. This situation is worse with Satsumas currently. Gerrit van der Merwe said that with the effect of the rains and with the market being full he could foresee a problem in the next two to three weeks.

Stefan Bruwer also expressed concern that their area's late mandarins are about three weeks early. Western Cape also expect an increase in Nova volumes.

Sunday's River Valley expects their late mandarins to start mid-July.

Patensie: no change according to correspondence from Martina Odendaal.

E.C. Midlands increased their late mandarins to 200 000 cartons, starting in the last week of July; brix 13 to 14; acids about 1.5.

Nelspruit reported that they were experiencing problems with high acids.

With all the submissions tallied, the overall soft citrus projection was increased to 10,4 million cartons.

6. Markets

Jock Danckwerts said that the opportunity for growth for soft citrus in the northern hemisphere was limited as they also competed with domestic alternative fruits. The markets are full and Novas were proving a disaster in China due to quality issues. He added that Novas require cool night temperatures. He predicted that there will be problems with soft citrus this year and expected an increase in claims. He added that there was also a lot of small fruit around. Markets are expected to stay full through July and August. Stefan Bruwer said that soft citrus is more of a niche product than oranges and thus quality claims arose quickly when there is over-supply. Last year was good as it was an "off year". There is a lot of fruit on the water and added to this his late mandarins were earlier and two sizes bigger.

Jock Danckwerts cautioned about sending too much big fruit. He noted that there were problems everywhere for Satsumas.

Jock Danckwerts said that Satsumas are only popular in the UK. He cautioned that one should not overestimate how much soft citrus people will eat as it is an expensive commodity and unlike Valencias which keep well and can be juiced.

Stefan Bruwer said that it seems that after two good years, some people think soft citrus has unlimited potential, but they had not made profits in seven of the last twenty years.

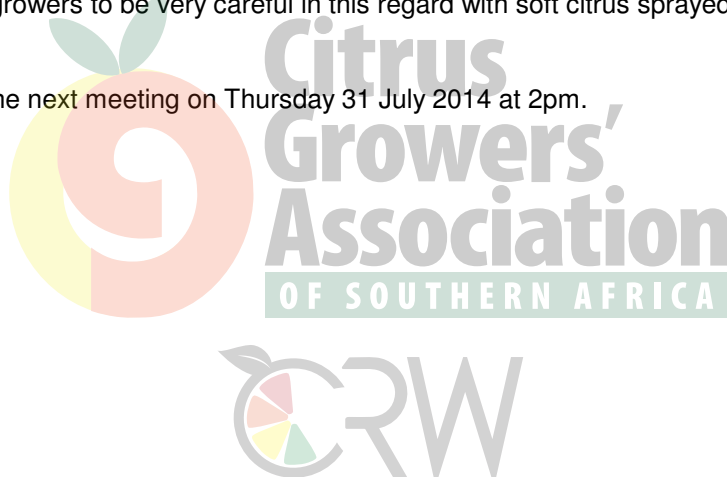
Charl Tibshreany reported that there were a lot of Novas in China. Quality was good but prices ordinary. Jock Danckwerts added that China would give good prices for good fruit but if it was not on spec, one could throw it away. The Chinese market requires a flat shape and smooth skin for Novas. Degreening should not be done on Novas as it yields a poor tasting fruit.

7. Mancozeb and Canada

John Edmonds noted that he had circulated a cutting edge and correspondence with regard to this issue. Jock Danckwerts cautioned growers to be very careful in this regard with soft citrus sprayed after December.

8. Date of next meeting

It was decided to hold the next meeting on Thursday 31 July 2014 at 2pm.



Annex 1: 2014 Soft Citrus Projection 2.

Satsumas	2 012	2 013	Est 2014	26 June Projection4
Boland	524 579	532 311	540 000	721 270
Patensie	288 296	304 264	360 000	401 960
W. Cape	230 413	239 536	263 490	292 162
E. Cape Midlands	267 078	223 977	250 000	311 022
Nelspruit	152 531	180 545	172 789	201 586
S.R. Valley	167 676	136 900	125 000	157 818
Senwes	11 794	13 533	15 000	34 608
Letsitele				6 911
Other	7 706	4 679	5 000	210
Grand Total	1 650 073	1 635 745	1 731 279	2 127 547

23% increase on estimate.

Clementines	2012	2 013	Est 2014	26 June Projection4
Boland	1 162 812	1 040 500	1 100 000	1 400 000
W. Cape	856 090	800 128	920 147	1 150 000
S.R. Valley	187 906	247 381	220 000	364 823
Patensie	126 626	114 913	135 100	144 264
E. Cape Midlands	177 958	159 582	180 000	180 000
Nelspruit	34 955	99 323	78 876	84 321
Letsitele	3 636	3 276		
Senwes	27 476	45 616	45 000	55 253
Other	1 662	2 269	5 000	5 000
Grand Total	2 579 121	2 512 988	2 684 123	3 383 661

26% increase on estimate.

Other Mandarin Types	2 012	2 013	2014 NOVA est	2014 OTHER est	2014 LATE est	Mandarin Estimate 2014	proj. Nova	proj. Other	proj. Late	26 June Projection4
Boland	575 720	649 625	128 000	35 612	500 000	663 612	128 000	35 612	500 000	663 612
W. Cape	688 472	886 318	77 658	343 165	579 315	1 000 138	110 000	343 165	600 000	1 053 165
S.R. Valley	488 054	554 021	425 000	65 000	125 000	615 000	530 000	65 000	150 000	745 000
Patensie	711 423	709 852	482 500	37 000	306 400	825 900	482 500	37 000	306 400	825 900
E. Cape Midlands	159 396	221 510	35 000	10 000	180 000	225 000	35 000	10 000	200 000	245 000
Nelspruit	479 270	827 982	143 064	4 500	656 238	803 802	223 634	4 500	656 238	884 372
Letsitele	95 005	69 726			75 000	75 000			75 000	75 000
Senwes	144 987	300 130	110 000	50 000	230 000	390 000	163 000	50 000	230 000	443 000
Other	63 792	74 308	3 000	30 000	25 000	58 000	3 000	45 000	25 000	73 000
Grand Total	3 406 119	4 293 472	1 404 222	575 277	2 676 953	4 656 452	1 675 134	590 277	2 742 638	5 008 049

8% increase.

Total Soft Citrus	2012	2013	Est 2014	26 June Projection4
Boland	2 263 111	2 222 436	2 303 612	2 784 882
W. Cape	1 774 975	1 925 982	2 183 775	2 605 125
S.R. Valley	843 636	938 302	960 000	1 401 985
Patensie	1 126 345	1 129 029	1 321 000	1 281 186
E. Cape Midlands	604 432	605 069	655 000	626 586
Nelspruit	666 756	1 107 850	1 055 467	1 126 511
Letsitele	98 641	73 002	75 000	75 000
Senwes	184 257	359 279	450 000	532 861
other	73 160	81 256	68 000	78 210
Grand Total	7 635 313	8 177 105	9 071 854	10 512 346

16% increase on estimate.