



FROM THE DESK OF THE CEO (19/09)

Justin Chadwick (15 May 2009)

Citrus Growers Association (CGA)

QUOTE OF THE DAY: “The only English words I saw in Japan were Sony and Mitsubishi” Bill Gullickson

AGRI TV

Jacomien de Klerk of the Citrus Academy sent me the following e-mail “I have been informed by P-W van Wyk of AgriTV that they are planning to start the broadcast of the Citrus Postharvest series on Agriculture Today on **Monday, the 18th of May 2009 at 05h20**. Initially, two segments will be broadcast per week, on Mondays and Tuesdays.” So those of you who are up that early are urged to take a look (hopefully it won't put you off your breakfast!).

First Ships Off to Japan

While most of us were watching the Sharks lose to the Warratahs (damn), Stormers beat the Force (phew, talk about nearly spilling the chance) or the Bulls whack the Cheetahs (great), the team at Fresh Produce Terminals were working against the clock to get fruit into the cold rooms for precooling for the second Japanese vessel. All those with fruit on this vessel should be grateful for the hard work put in by the CGA representative at the port (Faisal), the DoA inspectors, PPECB, the Japanese inspectors, FPT personnel and all others involved in getting the job done. This vessel was loaded in an incredible time of 25 hours – once again as a result of long hours and teamwork from all those listed above. As a result that vessel should sail without much delay.

In the meantime, the first vessel completed loading at MFT (using 24 hour loading for the first time), stabilized and sailed this morning.

The shipping coordination group has now met three times under the new CGA stewardship. The shipping plan is starting to sort itself out with the first vessels now loaded. The shipping plan is based on a total volume of 4 million cartons (17Kg) being shipped into Japan. Information on sales levels, shipping intakes and stock levels are monitored to ensure that stock levels remain within preferred or optimum levels (being three weeks of sales). In addition the CGA has distributed three circulars containing important information for all involved in shipping of grapefruit to Japan. This initiative is funded by growers (10c a carton) and export agents (5c per carton). Invoices have been sent to all involved.

SOUTH AFRICAN CABINET

The new cabinet announced on Monday is good news for agriculture. The split of agriculture and land affairs is a good move and one that we have been advocating for years; there are too many conflicting agenda's between those who wish to farm commercially and those who have a claim on land. The new Minister of Agriculture should be a breath of fresh air. She did amazing things in the Northern Cape as provincial Minister of Agriculture. I had the good fortune of being seated beside her on a flight between Uppington and Joburg a year or so ago. We discussed many aspects of agriculture and I found her to be incredibly knowledgeable and with excellent insights and ideas. She was on her way to the Agri SA congress – one of few (if not the only) provincial agriculture Ministers to attend. The announcement of Rob Davies as Minister at DTI will also bring about change in the right direction – as Deputy Minister he was approachable and had good insights and understanding of the fruit industry. Let's hope these new Ministers will be able to get service delivery to new heights and assist industry in a real public private partnership.

YOUTH IN CITRUS

In 2005 the CGA produced a publication highlighting transformation initiatives in the industry (Our Citrus Transforms). This was followed by “Women in Citrus”, showcasing the contribution that women are making to the citrus industry. The CGA have now contracted Louise Brodie to do a third publication highlighting the role that youth play in the citrus industry. We would like to cover as many stories as follows, so if you know of a young person (below 30 years of age) who is making a contribution to your business or to the industry please either let me know or contact Louis directly at ochreworks@freshpix.co.za.

PACKED AND SHIPPED 2009

Grapefruit packed and shipped volumes continue to be ahead of 2008. 62% of shipments have gone to northern Europe, meaning that this market has received 1.1 m cartons (2008 0.6 m). Star Ruby accounts for 76% of grapefruit packed to date. Satsuma packing is drawing to a close – 1.68 m cartons have been packed against a revised prediction of 1.8 m (original estimate 2.1 m). The Soft Citrus Focus Group met on 14 May and revised their prediction down to 7.1 m cartons (original estimate 7.4 m). UK (63%) and northern Europe (20%) remain the dominant markets. Lemons packed and shipped are 2/3 of the levels at the same time in 2008. Main export markets have been Middle East (50%), Far East (18%) and Russia (12%). The Lemon Focus Group met on 6 May and revised their prediction down slightly (from 9.4 to 9.2 m cartons). There is a high likelihood that this prediction will be revised downwards further. Navels are approaching their first million cartons packed with limited shipped to date.

To Week 19 – Million 15Kg cartons	Packed	Packed	Shipped	Shipped	Original Estimate	Final Prediction	Final Shipped
Source : PPECB	2008	2009	2008	2009	2009	2009	2008
Grapefruit	3.5 m	3.8 m	1.3 m	1.8 m	15.1 m	14.9 m	12.4 m
Soft Citrus	2.3 m	2.1 m	1.7 m	1.4 m	7.4 m	7.1 m	6.5 m
Lemons	3.2 m	2.1 m	2.1 m	1.4 m	9.4 m	9.2 m	8.8 m
Navels	1.2 m	0.9 m	0.3 m	0.3 m	21.6 m	21.8 m	21.2 m
Valencia	-	-	-	-	43 m	43 m	40.4 m
	10.2 m	8.9 m	5.4 m	5 m	96.5 m	95.9 m	89.3 m

YOUR LEVY WORKING FOR YOU – GROWER LEVIES ARE USED TO FUND THE ACTIVITIES OF CGA, CRI AND THE CITRUS ACADEMY