



FROM THE DESK OF THE CEO (22/09)

Justin Chadwick (6 June 2009)

Citrus Growers Association (CGA)

CELEBRATE SUCCESS: Bull's Super 14 Champions; a clinical and devastating display; give them all green jerseys!!!

QUOTE OF THE DAY: "My problem lies in reconciling my gross habits with my net income" Errol Flynn

AGRI TV: A reminder that citrus will be featured again on Monday and Tuesday next week on Agriculture Today, SABC 2 @05h20. Congratulations to Malcolm Dodd who was featured this last week; makes me proud to be part of this industry.

SHIPMENTS TO JAPAN FROM PORT ELIZABETH

History will be made this week when the Japanese inspector arrives in PE to carry out the necessary checks for shipments of citrus to Japan. These will be the first consignments from PE to Japan – and we hope all goes well, and that we can build on this experience in the future. Japan has always been a critical market for the grapefruit sector; it is important that we also take advantage of any opportunities for soft citrus, lemons and oranges. Thanks to Paul Hardman and the participating export agents and growers in getting this to happen, and to DoA, PPECB, Terminals, Faisal Asmal and Japan MAFF for assisting the industry in clearing the regulatory and administration hurdles.

CITRUS MARKETING FORUM (CMF)

A reminder that the next CMF meeting is scheduled for **18 June 2009 at Willow Park Conference Centre at 10h00**. Willow Park is a stone's throw from the airport, and by pre arrangement a shuttle is available. **PLEASE BE THERE, AND PLEASE BE THERE TO CONTRIBUTE SO THAT WE CAN MAKE THIS A YEAR TO BE REMEMBERED FOR THE RIGHT REASONS.** All stakeholders in the industry are welcome (and encouraged) to attend. Pls send confirmation of attendance to Gloria@cga.co.za

PACKED AND SHIPPED 2009

The Grapefruit Focus Group met this week and reduced their estimate by a further 800 000 cartons. Exporters have taken a decision to restrict smaller, unpopular counts resulting in lots more fruit going to processing. The market will therefore be supplied with correctly sized fruit. The season has definitely been earlier, and there are predictions that it will end sooner with some predicting further drops in estimated export volumes. The first ship has arrived in Japan and started discharging. The shipping coordination initiative is ongoing – with the break up of the Vessel Sharing Arrangement (VSA) group there are now 3 shipping groups for Japan. The present shipping schedule reveals that stocks will remain close to recommended levels (3 weeks sales). In addition to making sure the market is supplied with correctly sized fruit, this year's information also reveals that 80% of grapefruit exported has been Star Ruby, with less marsh being exported in line with market demand. Grapefruit export markets to date are Northern Europe (45%), Japan (23%), Southern Europe (10%) and Russia and UK both 6%. The weekly information also analyses 2009 export volumes into markets versus the average, highest volume year and lowest volume year over the past 5 years – this is to ascertain if any market is being oversupplied. To date in 2009 both Japan and EU have received the same as average volumes of the past 5 years.

The Lemon Focus Group also met this week; they have also reduced their estimate by about 8%. Although packed figures to date show a big decline over 2008, the Sundays River region (accounting for over 50% of SA lemons) indicated that although the first pick had been smaller than previous years, the second pick was expected to be larger. Middle East (47%), Far East (16%), Russia (12%), UK (8%) and northern Europe (8%) are the most important markets. Looking at 5 year averages 2009 is on par with the lowest year in the last 5 to the EU, and on the average levels to Middle and Far East.

Satsuma's are all but over with 1.7 m cartons packed (original estimate 2 m – this years crop is less than 2007 and 2008). To date 1.6 m cartons of clementines have been packed (total year estimate 2.9 m). UK (58%) and Northern Europe (20%) have received the bulk of soft citrus – with the EU exports on the average levels of the past 5 years. Navel volumes are starting to pick up with over 5 m packed and 2.2 m shipped – 29% to both Middle East and Northern Europe, 11% to Russia and 9% to UK.

Two additional columns have been added to the table (below) since last week. PPECB have corrected their figures and so 2007 packed is reintroduced. In addition the Final Packed for 2008 has been introduced. The reason for this is that the Original Estimate and Latest Prediction are both based on Packed figures (not shipped figures). Every year the total packed and passed for export is not the same as the final shipped figure (for many reasons). This means that the Latest Prediction figures should be reduced by about 5% if one wants to estimate the final shipped figure for 2009.

To Week 22 – Million 15Kg cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
Source : PPECB	2007	2008	2009	2008	2009	2009	2009	2008	2008
Grapefruit	7.2 m	7.4 m	7.6 m	4 m	4.8 m	15.1 m	14 m	12.8 m	12.4 m
Soft Citrus	4 m	4 m	3.6 m	2.6 m	2.6 m	7.4 m	7.1 m	7.3 m	6.5 m
Lemons	3 m	5 m	3.4 m	3.4 m	2.2 m	9.4 m	8.6 m	9.6 m	8.8 m
Navels	5.1 m	5.6 m	5.3 m	2.1 m	2.2 m	21.6 m	21.3 m	21.5 m	21.2 m
Valencia	0.6 m	0.6 m	0.4 m	-	-	43 m	42.1 m	42.8 m	40.4 m
	19.9 m	22.6 m	20.3 m	12.1 m	11.8 m	96.5 m	93.1 m	94 m	89.3 m

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