



## FROM THE DESK OF THE CEO (44/09)

Justin Chadwick (6 November 2009)

Citrus Growers Association (CGA)

**QUOTE OF THE DAY: We make a living by what we get and we make a life by what we give" Winston Churchill**

**CELEBRATE SUCCESS: BLUE BULLS – SUPER 14 AND CURRIE CUP CHAMPS – THE MOST "COMPLETE" RUGBY TEAM IN THE WORLD (and I won a bottle of red wine).**

### COUNTRY OF ORIGIN PROMOTIONS

South Africa has to a large extent lost its identity as a country producing a basket of safe, tasty, consistent and good quality fruit as nobody is really doing any country of origin promotions. Export agents promote their brand – and in many cases that brand covers fruit procured from around the world. In 2009 the plum growers had a pilot country of origin campaign in the UK, with good results. This is now being expanded to include other deciduous fruits and table grapes. An extensive campaign has been developed for the UK in 2010 – and the citrus industry was invited to be part of this. As written in newsletter 42/09 (23 October 2009) the **Soft Citrus Focus Group (SCFG)** requested that CGA test growers support for such a campaign. SCFG members met with their constituencies during last week, and given the positive feedback; information and referendum forms were distributed to soft citrus growers on Monday. Since then there has been some good debate by e mail and I have received many a call. Many feel that the time frame is short in making such a decision – and I agree; HOWEVER if we are to latch on to the present campaign then we have to make financial commitments by 1 December – so grower support needs to be determined before then. **ALL SOFT CITRUS GROWERS ARE URGED TO COMPLETE THEIR BALLOT PAPERS ASAP – THE CLOSING DATE IS NEXT FRIDAY (13 NOVEMBER) AND TO DATE WE DO NOT HAVE MANY RETURNS. IF YOU NEED A FORM OR KNOW OF ANYBODY WHO DOES PLEASE LET ME KNOW.**

Likewise the **GRAPEFRUIT FOCUS GROUP (GFG)** tasked CGA with carrying out a similar referendum (with emphasis on market development in Japan and UK) as reported in newsletters 34/09, 42/09 and 43/09. Information and Referendum forms were sent out on Monday and **ALL GRAPEFRUIT GROWERS ARE URGED TO GET THEIR FORMS BACK ASAP – CLOSING DATE 13 NOVEMBER 2009.**

### CARBON FOOTPRINT

As a result of growing interest in carbon emissions, and particularly interest in the emissions from exported products, the South African fruit and wine industries launched a study entitled "Confronting Climate Change: A SA Fruit and Wine Initiative". One of the outcomes of this initiative was the development of a Carbon Calculator which allows those in the fruit and wine supply chain to enter information and get an idea of the carbon emissions as a result of their activities. The carbon calculator was officially launched on Thursday 5th November 2009 (yesterday). Interested growers can go online and use the Calculator to determine their Carbon Footprint. Go to: <http://www.climatefruitandwine.co.za/>. There are many people offering workshops and training sessions on the carbon footprint issue – at fairly hefty registration costs. You as a grower have paid for the development of this carbon calculator (along with the other fruit sectors, wine and donors) – so have a look at what you have developed. If there is a need we can organize workshops on the background and workings of the calculator. Please contact me or Paul Hardman ([ph@cga.co.za](mailto:ph@cga.co.za)) if interested.

### WTO DISPUT RESOLUTION

For the past two days Vaughan Hattingh and I have been exposed to the workings of the World Trade Organisation (WTO) with special emphasis on the SPS Agreement and the TBT (Technical Barriers to Trade) Agreement – and dispute resolution. I was approached by the organizers to present the CBS-EU issue as a case study. It is interesting to note that only six dispute cases have ever gone the complete course of a final ruling – with the other sixty odd cases all being resolved through consultation prior to the ruling stage. What scares many from going down the dispute resolution route is the price tag – you will need to be prepared to spend at least \$2 million if you decide to follow this route. Given the findings of the CBS PRA (developed in 2000) and the continued lack of technical justification for the EU CBS measures it is felt that South Africa would have a good case in such a dispute; however there are other avenues that need to be exhausted before such a bold step is taken.

### PACKED AND SHIPPED 2009

| To Week 44 – 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                        | 14.3 m | 12.8 m | 14 m   | 12.4 m  | 13.6 m  | 15.1 m            | 14 m              | 12.8 m       | 12.4 m        |
| Soft Citrus                       | 6.8 m  | 7.3 m  | 6.8 m  | 6.5 m   | 6 m     | 7.4 m             | 6.8 m             | 7.3 m        | 6.5 m         |
| Lemons                            | 7.3 m  | 9.6 m  | 8.6 m  | 8.8 m   | 7.6 m   | 9.4 m             | 8.6 m             | 9.6 m        | 8.8 m         |
| Navels                            | 18.7 m | 21.5 m | 19.4 m | 21.2 m  | 19.1 m  | 21.6 m            | 19.4 m            | 21.5 m       | 21.2 m        |
| Valencia                          | 43.5 m | 43.1 m | 38.4 m | 39.8 m  | 35.2 m  | 43 m              | 38.4 m            | 43.1 m       | 40.4 m        |
|                                   | 90.6 m | 94.3 m | 87.2 m | 88.7 m  | 81.5 m  | 96.5 m            | 87.2 m            | 94.3 m       | 89.3 m        |

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