

FROM THE DESK OF THE CEO (09/10)

Justin Chadwick (5 March 2010)

QUOTE OF THE WEEK "If you are going through hell, keep going." Winston Churchill

SPECIAL MARKET REGISTRATIONS

Phytosanitary Registrations 2010: DAFF have advised CGA that on-farm verification inspections are taking place and will be completed by 31st March 2010. Therefore PUC's whose status on the DAFF website is "pending" will have their status changed to either "true" or "false" by the end of March. "False" will be applied to specific PUC's found to have inadequate phytosanitary controls in place during inspections.

GROWER ROADSHOWS

Traveling through the growing regions in South Africa reminds one of the advantages this country holds for supplying a wide range of citrus over an extended period. This last week my team (Vaughan, Hennie, Jacomien and John) have been in the Western and Northern Cape. Arriving in Citrusdal felt like entering a furnace – "It's only 40 degrees, it was much hotter over the weekend" was the response from our host. On the positive side growers report that the heat should improve fruit size considerably, and concerns about small sizing fruit have been put to rest. In the Northern Cape results of the recent heavy rains and flooding were evident with debris on the bridges and the Augrabie Falls giving a spectacular display.

Next week we head north with meetings on **9 March** Senwes 15H00 [Groblersdal Golf Club]; **10 March** Limpopo River 15H00 [Noordgrens Lapa]; **11 March** Letsitele 15H00 [The Junction]; **12 March** Hoedspruit 08H00 [FRCitrus]. Traveling with me will be Jacomien de Klerk who will be covering the activities of the Citrus Academy, and in particular will be showcasing the Training DVD's (see below). Mitchell Brooke will be covering the various logistics projects being undertaken by CGA – of particular interest will be the Road to Rail initiative, and the move to increase the use of Maputo. Hennie Le Roux will cover market access issues (FCM, CBS etc), while Lukhanyo Nkombisa will present on transformation – and in particular the CGA's engagement with provincial government and CGA's involvement in mentorship. I will cover market development, consumer assurance and governance issues.

Paul's group still has the following meetings: **9 March** KZN Midlands 14H00 [Victoria Country Club]; and finally **16 March** Nelspruit 14H00 [CRI Board Room]; and **17 March** Onderberg 09H00 [Golden Frontiers], Swaziland 14H00 [Ngonini]. Details on www.cga.co.za

TRAINING DVD's

One of the benefits of traveling over the past week with Jacomien de Klerk from the Citrus Academy was exposure to the Academy's DVD training material. What a fantastic tool they have developed!! Six hours of material covering all aspects of the citrus value chain. Produced in partnership with AgriTV the quality of the material is second to none. The cost – a mere R750 for CGA members. These DVD's have been developed with training in mind – employees can be exposed to the relevant topic and learn all they need in order to do their job better. And the DVD can be used over and over to reinforce the message. Although the set of DVD's is only in English at present, there are plans to translate it into 5 further languages; as soon as funding permits. Each additional language costs about R250 000 – so if there are any benefactors out there please get hold of Jacomien at Jacomien@citrusacademy.org.za. To get more information or order a set of DVD's check out their website www.citrusacademy.org.za.

The best way of getting a demo is to attend the grower road show.

**GROWERS FUND THEIR FUTURE THROUGH THE ACTIVITIES OF THE CITRUS
GROWERS' ASSOCIATION, CITRUS ACADEMY AND CITRUS RESEARCH INTERNATIONAL**