

FROM THE DESK OF THE CEO (13/10)

Justin Chadwick (2 April 2010)

QUOTE OF THE WEEK "Statistics can be made to prove anything - even the truth" ANON

CITRUS VOLUME ESTIMATE FOR 2010

The Variety Focus Groups met on 23 March to discuss the crop estimates for 2010. These estimates were presented to the Citrus Marketing Forum (CMF) the next day. They have now been considered by the Citrus Exporters Forum (CEF) members and adopted as the official industry estimates for 2010.

It must be noted that the estimates are what will be **packed and available for export**. The final shipped figure depends on a lot of variables – most importantly market demand which will influence exporters' decisions on shipping. The actual shipped figure as a percentage of packed fruit is dependent on the fruit type and ruling market demand. Over the past few seasons grapefruit has varied between 95 and 100%; soft citrus between 88 and 93%; lemons between 88 and 92% and oranges between 92 and 99%. The average for the past four seasons has been applied to the packed figure to get some idea of what may be shipped.

ESTIMATE FOR 2010 (all 15Kg cartons): Grapefruit 12.6 m; Lemons 9 m; Soft Citrus 7.5 m; Valencia 41.3 m and navel 21.5 m = TOTAL 91.9 m packed and passed for export.

Grapefruit volume anticipated to be 9.9 m cartons pigmented (79%) and 2.7 m cartons white (21%).

Navel volume anticipated to be 4.1 m cartons late navels.

Soft Citrus volume is further broken down to be 1.9 m Satsuma, 2.7 m Clementines and 2.9 m other mandarins (of which 1.3 m cartons would be late patented mandarin varieties).

COMPARISON WITH PREVIOUS YEARS PACKED AND PASSED FOR EXPORT (Million 15Kg cartons)

	2006	2007	2008	2009	EST 2010
Valencia	34.4	43.9	43.2	38.5	41.3
Navel	16.6	18.7	21.5	19.4	21.5
Grapefruit	10.5	14.3	12.8	14.2	12.6
Lemons	7.5	7.4	9.6	8.7	9
Soft Citrus	5.9	6.8	7.3	6.8	7.5
TOTAL	74.9	90.8	94.4	87.6	91.9

The 2010 estimate is similar to the 2008 actual figure for most citrus types.

In order to get some feel for the shipped figure previous year's average shipping percentage is used.

(Million 15 Kg cartons)

	EST 2010 (Packed)	Average % shipped	EST 2010 (Shipped)
Valencia	41.3	94%	38.8
Navel	21.5	98%	21.1
Grapefruit	12.6	97%	12.2
Lemons	9	90%	8.1
Soft Citrus	7.5	90%	6.8
TOTAL	91.9		87

TASTE FOR CITRUS

In the past, elephants in the Addo Elephant Park (near the major citrus producing region of Sunday's River) were fed large amounts of citrus in the winter months at a certain point in the Park so that tourists could see them regularly. A truck would enter the wildlife area and dump the oranges. Elephants would run behind, screaming, roaring and grabbing oranges from the truck. The vegetation around the feeding area was decimated, as elephants did not move out of the area for fear of missing the feeding sessions. Levels of aggression between the elephants rose, some were injured and many showed signs of severe stress when competing for oranges. Due to all these problems, the practice of feeding citrus was phased out by 1979.

WE NEED TO GET OUR CUSTOMERS AS WILD ABOUT CITRUS!!!

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