

FROM THE DESK OF THE CEO (26/10)

Paul Hardman standing in for Justin Chadwick (9th July 2010)

QUOTE OF THE WEEK "Success is a lousy teacher. It seduces smart people into thinking they can't lose"
Bill Gates

GLOBAL CITRUS CONFERENCE (GCC): 8th and 9th July 2010

Ahead of the first Global Citrus Conference the opportunity fell to me to engage counterparts from around the citrus world and to take these foreign visitors site-seeing in the Western Cape. What an easy job! Cape Town is looking fantastic, the weather was awesome - not to mention the amazing sunset from Signal Hill - the ease of travel from one place to another, etc, etc. To see our country through the fresh eyes of visitors made me again appreciate its beauty and I was proud to be South African.

I could only catch Day One of the GCC but came away impressed. Delegates from Australia, Argentina, Spain, United States, Uruguay, Morocco, United Kingdom, France and obviously SA could be found in the crowd. Well done to the Buzz Communications and CGA team for attracting such a wide participation, and creating a solid platform for such future events. The mix of people and personalities reminded me again of just how similar the challenges are for producers and marketers of citrus across the globe. To name a few challenges: lack of harmonization in GAP standards, different Food Safety (MRL) requirements, clumsy phytosanitary barriers, and the lack of good market information. There is a strong case for more "Co-opetition", as described by Jose Antonio Gracia (Director of Ailimpo), for tackling the key challenge of stimulating demand for citrus. CGA strongly supports these efforts through involvement in the SHAFTE citrus working group.

South Africans, and an increasingly international body of followers, will know of Clem Sunter's analogies about "Foxes" and "Hedgehogs". Clem, a GCC speaker, explained that foxes know a little about everything while hedgehogs know everything about one big thing. Foxes are adaptable and "roll with the punches" while hedgehogs follow a single vision despite the environment. Arguably the SA citrus industry has had a hedgehog approach for many years but in the prevailing global economic and financial climate we need more foxes out there because, according to Clem, the way we did business and with whom we do business is changing. Rapidly! Philippe Birnard (Freshfel Europe) spoke about how even in traditional markets like the EU, marketers have to be sensitive to changing consumer preferences and requirements (both official and personal). Interestingly Clem highlights the willingness/proactive approach to support "pockets of excellence" as one flag (test indicator) to see if SA will remain in the Premiership League of countries (57 top-performing and influential countries in the world) or not. Dr Paul Cluver (Capespan Chairman and owner of Paul Cluver Wines) had earlier paid tribute to the citrus industry's ability to provide world class research and technical services. Combining these two lines of thought it makes absolute sense to support and improve the pocket of excellence that is the Citrus Research International (CRI) Group. Growers are reminded of the upcoming CRI research symposium happening in August where they can be exposed to the work being done by the CRI group across the country. For weeks and months ahead the ideas planted in the minds of the GCC goers are bound to result in healthy debate, and hopefully successful day-to-day applications. "So let the fox be with you!"

GCC presentations will be available on the CGA website from next week.

PYTOSANITRY INSPECTIONS

Japan: Since 2009 exporters and growers have been able to ship citrus from Port Elizabeth to Japan after the PE facilities were approved to handle phytosanitary inspections. Exporters and growers making use of this option, however, are requested to notify DAFF and CGA (dbn_sapq@fpt.co.za) of their intention to do so. Recently there have been disappointed exporters because the necessary resources for inspections were not made available.

South Korea: Growers exporting to this market are urged again to contact DAFF to confirm their PUC is listed on the DAFF website. As agreed at the Citrus Coordinating meeting in October 2009 growers who have not shipped to South Korea in the last few years must make an additional application to DAFF to have their PUC included on the approved list. The approval process for new PUCs can take up to three weeks and the relevant forms are available from CGA.

PACKED AND SHIPPED

Both the Lemon and Valencia Focus Groups held meetings this last week, with both groups reporting good fruit quality emerging as the season progresses.

To Week 26 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
SOURCE: PPECB	2008	2009	2010	2009	2010	2010	2010	2009	2009
Grapefruit	10.6m	11.3m	10.3m	10.1m	7.6m	12.6m	10.2m	14.2m	13.7m
Soft Citrus	5.7m	5.2m	5.8m	4.4m	4.6m	7.5m	7.9m	6.8m	6m
Lemons	6.4m	5m	6.4m	4.1m	4.3m	9m	8.8m	8.7m	7.7m
Navels	13.1m	13.4m	14.9m	11m	9.4m	21.4m	21.4m	19.4m	19.1m
Valencia	5m	4m	3.7m	1.4m	0.9m	41.3m	41.5m	38.5m	35.3m
Total	40.8m	38.9m	41.1m	31m	26.8m	91.8m	89.8m	87.6m	81.8m

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