

FROM THE DESK OF THE CEO (34/10)

Justin Chadwick (3 September 2010) - spring is upon us!!

QUOTE OF THE WEEK *"The college idealists who fill the ranks of the environmental movement seem willing to do absolutely anything to save the biosphere, except take science courses and learn something about it."* P.J. O'Rourke

INFORMING AND EDUCATING

Every year at about this time Paul Hardman (CGA) and Vaughan Hattingh (CRI) slip unnoticed out of the country to travel to Europe and the UK. They have been doing this for some time – their mission "to inform and educate importing country stakeholders of our high food safety standards". Paul and Vaughan meet with importers, retailers, authorities and anybody else who is prepared to listen to them on the topic of the safe use of plant protection products (PPP). Southern African citrus growers and packhouses have a proud record of providing safe fruit into the market, and have a wide array of tools established from many years of research and application from which to choose in making sure that they are compliant with official requirements. That some misguided buyers stray from the path of officially recognized safety limits is concerning, and Paul and Vaughan attempt to show them the pitfalls of their wayward behavior. Official limits are official because they ensure the safety of consumer's; they are not arbitrarily picked from the sky, but have been established after exhaustive and costly research, testing and analysis. The arbitrary setting of limits below these official limits is a great threat to environmental sustainability. As the array of PPP's diminish resistance builds up as too few alternatives become overused; leading to the use of more PPP's. Growers who lose out on a specific PPP that could have been used should a problem arise, are now forced to use other preventative PPP's even though the problem may not occur. These are just some of the messages carried by Paul and Vaughan – and highlight the fact that those who purport to be pressurizing buyers so as to "save the planet" may in fact be doing just the opposite.

DATES TO DIARISE

As we approach the end of the season industry stakeholders are advised of four important meetings, all in October. On **WEDNESDAY 20TH OCTOBER** the annual **DAFF CITRUS COORDINATING MEETING** will take place at **CRI, NELSPRUIT** (notice and directions on www.cga.co.za). This is an opportunity for industry and DAFF to discuss what went right and what went wrong in 2010, so as to plan for a more efficient export season in 2011.

And then in the **CAPE** on **27th OCTOBER** at **OLIVE GROVE** in **STELLENBOSCH** the last **CMF** for 2010 will take place. It is envisaged that the **Standards Meeting** will take place the day before (26th) and a **Japan Focus Group** meeting on the afternoon of 27th.

PACKED AND SHIPPED

The latest prediction is a total citrus volume of 94 million 15 Kg cartons – the 2008 final packed figure was 94 million 15 Kg cartons. Shipping patterns have altered from 2009 – less **lemons** have been shipped to Middle East (2009 44%; 2010 36%) and Far East (2009 12%; 2010 7%) and more to Northern Europe (2009 14%; 2010 19%), Southern Europe (2009 3%; 2010 4%), UK (2009 11%, 2010 13%) and most notably Russia (2009 11%, 2010 16%). UK has taken less **soft citrus** (2009 45%, 2010 39%) with exporters preferring markets in Russia (2009 9%, 2010 11%), North America (2009 10%, 2010 12%), Middle East (2009 7%, 2010 9%) and Asia (2009 5%, 2010 6%). With **Valencia** exports on the increase, Europe has been the market of choice with northern Europe (2009 28%; 2010 36%) and southern Europe (2009 9%; 2010 12%) both receiving more at the costs of Middle East (2009 23%; 2010 15%) and Asia (2009 13%, 2010 10%) – this will probably change as the season unfolds.

To Week 34 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	12.7 m	13.7 m	12.3 m	13 m	10.7 m	12.6 m	12.3 m	14.2 m	13.7 m
Soft Citrus	7.1 m	6.7 m	7.3 m	5.6 m	6.1 m	7.5 m	7.9 m	6.8 m	6 m
Lemons	9.1 m	8 m	9.1 m	6.7 m	6.9 m	9 m	9.2 m	8.7 m	7.7 m
Navels	21.2 m	19.2 m	23.1 m	18.1 m	20.5 m	21.4 m	23.1 m	19.4 m	19.1 m
Valencia	27.7 m	25.4 m	30.4 m	15.3 m	17.8 m	41.3 m	41.5 m	38.5 m	35.3 m
Total	77.8 m	73 m	82.2 m	58.7 m	62 m	91.8 m	94 m	87.6 m	81.8 m

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GROWERS' ASSOCIATION, CITRUS ACADEMY AND CITRUS RESEARCH INTERNATIONAL**