FROM THE DESK OF THE CEO (4/11)

Justin Chadwick (4 February 2011)
QUOTE OF THE WEEK "*The bad news is time flies. The good news is you're the pilot." Michael Althsuler*
[Can you believe it is February already!!]

FRUIT LOGISTICA

The fresh produce world gathers once again in Berlin next week at Fruit Logistica. Billed as the biggest fresh produce event in the world, most agree that it is the one event you cannot miss. And South Africans are always there in force – proudly manning the South African stand – which every year gets bigger and better.
The South African stand is always a happy buzz; all visitors are welcomed warmly by industry colleagues and by the time they leave they want to do business in South Africa. One of the many positive attributes of our exporters is their ability to communicate, make people feel comfortable and confident in our ability to deliver. After so many years of fruit exports we know that we can deliver – what the client wants, when they want it and on the right terms. So the attitude of the South African stand is one of confidence and "positiveness" (new word!!!) – not arrogance but knowledge that we can get the job done.
Fruit Logistica is also the platform for many meetings – Freshfel hold their AGM, there is a joint SHAFFE-Freshfel Global Citrus meeting, SHAFFE have their annual meeting, CLAM (Mediterranean Citrus industries) have a meeting; and there are many more. It is a fantastic opportunity to learn about the status of the citrus industry around the globe.
To all those travelling to Berlin – wishing you a safe journey and a positive, confident experience at the show.

CGA BOARD

Tini Engelbrecht (Senwes) has tendered her resignation from the CGA Board after many years of valuable input. In this time she has served on the PPECB Board as a CGA representative, been part of the CGA Executive Committee, and the CGA Logistics Committee. Her inputs into the functioning of the CGA will be sorely missed – we wish her well in her new venture.
Philip du Plessis (Sundays River) has also tendered his resignation as he has also taken up a new position. His input, particularly in transformation related issues has been enlightening, and will be missed in the future. Good luck Philip in your new position. Pieter Nortje has been elected to replace Philip – in his last stint on the Board Pieter was instrumental in, amongst other things, getting logistics onto CGA priorities. We welcome him back and look forward to his insightful guidance.
In other regions facing the two year election deadline the following were reelected unopposed: Michael Woodburn (Southern KZN), Kobus van Zyl (Oranje Rivier), Hoppie Nel (Onderberg), Graham Piner (Nelspruit) and Hannes Nel (Limpopo River).

THAILAND OPENS ACCESS FOR SOUTH AFRICAN CITRUS

A draft protocol for the importation of citrus from South Africa has been sent by the Thai authorities to DAFF. This after many (MANY) years of waiting and lots of work by industry and DAFF – many thanks to all involved. The draft protocol will now be assessed by DAFF and industry before being finalised. All exporters who are interested in making use of this new market opportunity are asked to contact me at justchad@iafrica.com. The protocol requires the registration of production units and packhouses, as well as a visit from Thai officials before the season. So if we want to make use of this opportunity we will need to get going on putting the necessary procedures in place and complete the administrative arrangements.

GRAPEFRUIT PROMOTION CAMPAIGN

This week the Grapefruit Focus Group (GFG) met to discuss the second year's promotion campaign for grapefruit (the campaign is for two years – 2010 and 2011). With 2010 being a "down" grapefruit year the impact of the first year's campaign was not clear. Feedback from the market and an assessment by in the UK indicates that the campaign was well received, that it created a positive response to South African fruit from importers and participating retailers and that it did have a positive effect on sales in targeted supermarkets. The GFG discussed the possibility of including other markets for 2011 – in particular Russia was identified as a growing market for South African grapefruit.
The GFG decided to do research on market development in Russia, and decided to continue with campaigns in Japan (managed by Market Makers) and UK (managed by RED). The funds would be allocated 80% to Japan and 20% to UK.

GROWERS LEVIES ARE USED TO FUND CGA, CRI AND CITRUS ACADEMY ACTIVITIES.
ENSURING A GLOBALLY COMPETITIVE SOUTHERN AFRICAN CITRUS INDUSTRY