

FROM THE DESK OF THE CEO (14/11)

Justin Chadwick (15 April 2011)

QUOTE OF THE WEEK *"It is better to know some of the questions than all of the answers"* James Thurber

EVENING IN SUNDAYS RIVER

I was more than a little blown away by the attendance at a dinner organized by Agri Kirkwood where I was billed as the main speaker. I am not used to getting 250 paid up people to come and hear my message – it was a real honor to be able to share with them some views on the citrus industry and where we are going. Congratulations to Deon Joubert and his committee for bringing together ALL members of the citrus industry in the region – this included growers, packers, tractor dealers, input suppliers, bank managers and a whole host more. It highlighted how a region like Sundays River is dependent on the fortunes of the citrus industry – when the citrus industry flourishes then ALL in the region flourish. I have always wondered how to get 250 people to a meeting in Sundays River – it seems the answer is to make them pay for the occasion. The fact that a FANTASTIC meal and venue were thrown in, and the opportunity to network before the season begins, and Deon and his group hit on a recipe for success. It's interesting to note that the Eastern Cape accounts for about a ¼ of South African exports at about 25 million cartons; and if it was an independent country (which many believe they are), they would be the world's fifth biggest exporter of oranges (ahead of China and Morocco, and way ahead of Australia and Argentina); and the sixth biggest global lemon exporter – ahead of Italy and Egypt and close to US volumes. Thank you to all the Sundays River citrus family for their hospitality.

VIETNAM

From 1st July 2011 Vietnam will be implementing new Food Safety laws. Businesses exporting to Vietnam are required to, among other things, register for this market, provide information (documentation) 24 hours in advance of consignment arrival and inspection, and follow certain labelling requirements. The details of these requirements can be picked up off the CGA website (www.cga.co.za) under the Food Safety section. South Africa will compile a national response to the Vietnamese Government but FBOs intending to send fruit to this market should note these developments. More detail will follow from CGA.

IRAN

Department of Agriculture, Fisheries and Forestry (DAFF) have raised concern about the correctness of permits for fruit destined to Iran. The following communication was distributed by DAFF:

From 1st April 2011, the following arrangements will be applicable:-

a) With each application for Iran inspections by DAFF, a permit must be attached (or a newly obtained permit must be attached) for verification prior to inspections. Some permits are valid for 6 months, some for only one consignment.

b) With each booking process for Iran, PPECB must receive the same permit as provided to DAFF for the approval of the Cold Treatment.

In case DAFF rejects permit, DAFF must inform PPECB not to go ahead with the process.

If exporters receive new permits, they must verify against existing permits and if it differs you must forward it to DAFF for the attention of Mr Francois Moeller (FrancoisM@nda.agric.za) in the South or Kuben Naidoo (kubenN@nda.agric.za) in the North.

PACKED 2011

End Week 14	Packed 2009	Packed 2010	Packed 2011
Soft Citrus	556 000	940 000	867 000
Lemons	757 000	937 000	815 000
Grapefruit	111 000	94 000	102 000

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