FROM THE DESK OF THE CEO (15/11)

Justin Chadwick (22 April 2011)

QUOTE OF THE WEEK "A committee should be made up of an odd number of people; and three is too many" Johann Rupert

PMA COMES TO SOUTH AFRICA

The Produce Marketing Association (PMA) had their first Fresh Connections event in the Cape on 12 April. This is part of PMA's global outreach program – and proved to be well attended with an excellent program and ample networking opportunities. PMA started out as a US organization set up to look after the interests of the fresh produce and flower industries – best known for their Fresh Summit convention and exposition. As part of their global outreach program, where they aim to become a global organization, PMA has appointed Marianne van der Laarse as country representative in South Africa. In addition a country council has been formed to drive PMA programs in South Africa.
The PMA Country Council met on the fringes of the Fresh Connections event to determine what activities should be the focus of attention in the coming year. There was unanimous agreement that human capital development should be the number one focus – with lessons to be learnt from the PMA Foundation for Industry Talent (FIT) and the Australia-New Zealand's PMA youth development programs. On this point we at CGA have been thinking for some time how to engage and include the youth more in the citrus industry. This follows our "Youth in Citrus" publication. Paul Hardman is keen to head up this initiative – and will soon be making a call for all the youngsters (defined as being 35 and younger) to join this initiative. Initially it is proposed that the youth become connected through Facebook (a page is being developed by Paul); after which various events will be organized to bring the youth together and provide excitement to be involved in the southern African citrus industry. We will be looking at how to structure this group, and will be gleaning from them what will provide the necessary spark to keep them involved. So watch this space!!!
And talking about excitement and spark brings me on to the second agreed focus area of the PMA Country Council – being improving the Image and improving Communication in the fresh produce industry. If there is one thing that Americans can do well it is to make a heap of razzmatazz about anything. The South African fresh produce has an excellent story to tell – but most of us are so busy getting on with making sure that the story is good that we a) forget to enjoy it; and b) don't tell the story. I am sure that PMA can help us in selling ourselves better.
The third focus is around National Markets. It was pointed out that our national markets are unique, and provide unique opportunities for both sellers and buyers of fresh produce in South Africa. There are also some unique challenges which the Country Council aims to address.
I wish Marianne and the Country Council "sterkte" with the new initiative – with strong leadership and energetic jockeys we can only succeed.
There were many messages that came out of the Fresh Connections presentations; but one that stuck in my mind was the opportunities in the rest of Africa. We export less than 1% of our citrus into Africa. There must be opportunities to partner with our retailers as they expand into Africa, and there must be opportunities to supply to the growing middle and upper class that are developing in the rest of Africa. With the oil price on its way up resulting in increased transport costs, developing new markets closer to home makes a lot of sense.

PACKED AND SHIPPED 2011

Unfortunately the normal PPECB reports on shipped volumes are still not available. What is available is a shipping spreadsheet that gives this year's shipped data in pallets; some of this information is presented below.

End Week 15 (15 KgCrtns)	Packed 2009	Packed 2010	Packed 2011
Soft Citrus	900 000	1 400 000	1 300 000
Lemons	1 000 000	1 200 000	1 100 000
Grapefruit	316 000	387 000	528 000

SHIPPED 2011 (Pallets)	GRAPEFRUIT	LEMONS	ORANGES	SOFT CITRUS
Central Europe		1 101		
Northern Europe	1 409		20	2 351
Indian Ocean Islands	99	171	90	61
Africa		79	117	50
Middle East	80	5 108		541
America		20		40
Far East	40	1 172	20	20
Asia		622	20	
Russia		673		2 366
UK	60	40	120	5 790
TOTAL	1 771	9 158	387	11 239

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