

FROM THE DESK OF THE CEO (28/11)

Justin Chadwick (22 July 2011)

QUOTE OF THE WEEK "If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart." Nelson Mandela

ETHICAL TRADING HANDBOOK

The purpose of sending the ethical trading handbook to every citrus grower is to provide a valuable tool for labour relations and labour management on the farm. I got my copy yesterday; and have been perusing it ever since – well done to Colleen Chennells and her team in providing a magnificent product. **NOW IT NEEDS TO BE USED** – please do not let it lie on a shelf gathering dust. If you are serious about your business then read the manual from front to back. The handbook consists of 11 Chapters: **Chapter 1** covers Ethical Trading in the Fruit Industry. One heading that caught my eye was "what value does ethical trade add to your business?" the following are listed: **improve efficiency in the supply chain; motivate and create a more efficient workforce; protect the reputation of suppliers and retailers; protect and increase sales; improve supply chain sustainability and increase productivity** – that should be enough incentive to "up" your ethical game. **Chapter 2** deals with Management Systems with the aptly named subheading "What must I do?" – this gives a guideline to law and best practise; with a checklist to assist you in gauging your level of compliance. **Chapter 3** covers Forced, Bonded and Prison Labour. **Chapter 4** covers Child Labour and Young Employees; **Chapter 5** Freedom of Association and the Right to Collective Bargaining; **Chapter 6** Discrimination, Harassment and Abuse; **Chapter 7** Health and Safety; **Chapter 8** Wages, Benefits & Terms of Employment; **Chapter 9** Working Hours; **Chapter 10** Ethical Trade and BBBEE Scorecard and **Chapter 11** Training and the Skills Development Levy. Each chapter has the following sections; What does the code say?; What does South African Law say?; Guidelines to the law and best practise; What must I do? And Common questions and answers. This handbook covers ALL you need to know about social and labour practices in your business.

A few years back a retailer representative visited South Africa with the objective of imposing their ethical trade requirements on growers. When asked if similar requirements were required from other southern hemisphere countries, he replied that they were not. At first this was seen as unacceptable and discriminatory (and we all know about discrimination in South Africa). But viewed from a different angle maybe there are advantages in implementing an ethical trade program – apart from the advantages in bold italics above (and those should be enough), there is the added advantage that we can communicate to the trade that we are ahead of the pack when it comes to ethical behaviour. With the present economic climate in our major markets most consumers are focussing on quality and price – with less emphasis on environmental and social responsibility aspects associated with the product. But the tide will turn and at some point these issues will be "front of mind" again – and if we have our ethical house in order then we can gain consumer confidence (at the expense of those who do not have to comply with retailer requirements).

Should growers feel that there is a benefit in workshopping the contents of the handbook, we can arrange for such an event; provided that there are enough participants in a region.

ETHICAL TRADING HANDBOOKS/ETIESE HANDELKWESSIONS HANDBOEK HAVE BEEN POSTED TO EVERY CITRUS GROWER – IF YOU HAVE NOT RECEIVED YOURS PLEASE PHONE ME OR GLORIA ON 031 765 2514. IF YOU ARE NOT A GROWER AND WOULD LIKE A COPY PLEASE CONTACT US AND WE CAN SEE IF THERE ARE ANY AVAILABLE AND GIVE YOU A PRICE.

IMPORTANT DATES

A reminder about some important dates: **30 August 2011**; CGA Board Meeting (Port Elizabeth); to be followed at 18h00 by the Annual General Meetings of CGA, Citrus Research Trust, CRI, Citrus Academy, River Bioscience.

7-9 September 2011; AsiaFruit Logistica, Hong Kong – if you want to book a slot in the CGA Room at the show contact gloria@cga.co.za; **7 September 2011**; CGA Quality workshop on Navels, Satsuma's and Lemons. Olive Grove, Stellenbosch; **8 September 2011**; Citrus Coordinating Meeting organized by DAFF to look back at the 2011 season and plan 2012. Olive Grove, Stellenbosch.

PACKED AND SHIPPED 2011

Exporters report that markets are difficult in 2011 – in difficult markets the right quality sells at acceptable prices; substandard quality does not attract a price and discounts the rest. Know what the market specifications are and deliver accordingly. CMF members can find weekly packed and shipped info under members section on www.cga.co.za

To Week 28 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
SOURCE: PPECB	2009	2010	2011	2010	2011	2011	2011	2010	2010
Grapefruit	11.9 m	10.9 m	14.8 m	10.4 m	13.2 m	14.7m	15.3 m	12.5m	12.2m
Soft Citrus	5.4 m	6.1 m	5.4 m	5.3 m	5.2 m	7.9m	7.3 m	7.5m	7.1m
Lemons	5.5 m	7.3 m	7.2 m	5.9 m	5.7 m	9.8m	9.3 m	9.6m	9.4m
Navels *	14.6 m	17.9 m	15.9 m	OR	ANGES	19.4m	19.1 m	22.9m	22.6m
Valencia*	5.6 m	6.4 m	6 m	17.7 m	17.5 m	42.9m	42.9 m	46.5m	45.9m
	43 m	48.6 m	49.3 m	39.3 m	41.6 m	94.7m	93.9 m	99m	97.2m

* Please note 2011 shipped figures for oranges are for ALL oranges – PPECB unable to supply reliable shipped figures.

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