

FROM THE DESK OF THE CEO (33/11)

Justin Chadwick (26 August 2011)

QUOTE OF THE WEEK *"Being powerful is like being a lady; if you have to tell people you are, you aren't"*
Margaret Thatcher

CITRUS GROWERS' ASSOCIATION AGM

The CGA AGM is to be held at the **Beach Hotel, Summerstrand, Port Elizabeth on Tuesday 30 August 2011 at 18h00**. An agenda has been circulated to all growers, and is available on the CGA website (www.cga.co.za). Please note that the AGM's of River Bioscience, Citrus Research Trust, CRI and Citrus Academy will be held at the same venue in conjunction with the CGA AGM. All growers are welcome to attend these AGM's.

QUALITY WORKSHOP

All those in the industry who have an interest in Satsuma's, lemons and navels are urged to attend a Quality Workshop to be held at **Olive Grove, ARC, Stellenbosch on 7 September 2011 starting at 10h00**. The agenda is available on www.cga.co.za. The idea behind the workshop is to unpack ALL quality issues that impact on these citrus sectors – including climatic factors, cultivar and rootstock mix, packhouse and post harvest practices and transport and warehousing. Once these factors have been unpacked the workshop will identify what is within our ability to control, decide what are best practices in these controllable's and how to communicate and assist in implementation of best practices.

NOTICE AND INVITATION TO ATTEND ANNUAL CITRUS COORDINATING MEETING FOR EXPORT OF CITRUS FRUIT TO SPECIAL MARKETS DURING 2011/2012 EXPORT SEASON

DATE: 08 SEPTEMBER 2011, VENUE: OLIVE GROVE AUDITORIUM (ARC-INFRUITEC), STELLENBOSCH
TIME: 08:30 AM

Citrus fruit producers, exporters, relevant role-players and stake holders for export of fresh citrus fruits to different markets including China, EU, Iran, Japan, South Korea, USA are invited and to participate in the Department of Agriculture, Forestry and Fisheries (DAFF)'s Annual Citrus Coordinating Meeting. All the arrangements and requirements for the 2011/2012 export season will be discussed and finalized based on the South Africa's Citrus fruit export programmes. Please note that successful fruit exports depend on compliance with requirements of importing countries, and compliance begins in the orchard. Please see the relevant export protocols on the link: <http://www.daff.gov.za> *Divisions *Plant Health *Exporting from SA *Special Export Protocols/Programmes/Directives

Representatives from DAFF (Directorate: Plant Health, Inspection Services, and Food Safety and Quality Assurance) and South African Citrus Industry as well as key role-players will troubleshoot the past export season with the aim of further streamlining export procedures and planning for next citrus export season. New developments will also be discussed. Further information can be obtained from Ms Rejoice Muavhi Tel. +27 12 319 6538, RejoiceM@daff.gov.za; OR Ms Juliet Maja, Tel. +27 12 319 6178, JulietM@daff.gov.za. OR Mr. Patrick Magadani Tel. +27 12 319 6235; PatrickMag@daff.gov.za, Fax: +12 319 6580 OR 6101.

ETHICAL TRADING

The media release of Human Rights Watch (HRW) report on labor conditions on fruit and wine farms in the Western Cape this week was a huge non event. Disregarded as biased, poorly represented and sensation seeking it proved to be a huge embarrassment. Two things have been exposed by this report – firstly the maturing of government and media who have questioned the relevance of the report; and secondly the well timed initiative from Fruit South Africa in launching our ethical trading initiative under the wise guidance of Colleen Chennells. Colleen attended the media release on behalf of FSA, and her coverage of the FSA program was an excellent pragmatic, practical foil for the poorly researched HRW report. Just one fact will indicate the quality of the HRW report – their research was based on 260 interviews out of 121 000 farm workers!!!!

The Fruit SA ethical trade portfolio has almost completed the draft Standard (aligned to the Global Social Compliant Program reference tool) and the guidelines for the ethical auditing program. The industry would like to get feedback on the proposed program from its members before finalising the documents. It is therefore hosting four workshops around the country to which members are invited to attend. Questions that will be covered include: Will one audit satisfy all retailers? How often must I have an audit? What happens if I have a small site?

Your input would be greatly appreciated. Please reply to the relevant contact person in the list below if you are able to attend. Information regarding venue will be circulated closer to the time.

Dates and Venues:

Nelspruit:	20 September; 9.30 – 12 noon; Contact Chrisna@subtrop.co.za
Tzaneen:	21 September; 9.30 – 12 noon; Contact Chrisna@subtrop.co.za
Stellenbosch (W Cape):	22 September; 9.30 – 12 noon; Contact Elouise@hortgro.co.za
Kirkwood (E Cape):	23 September; 9.30 – 12 noon; Contact bezuidenhout@srcc.co.za

PACKED AND SHIPPED 2011

To Week 33 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	13.6 m	12.5 m	15.8 m	12.2 m	15.8 m	14.7m	15.8 m	12.5m	12.2m
Soft Citrus	6.5 m	7.2 m	6.5 m	6.3 m	6.5 m	7.9m	7.3 m	7.5m	7.1m
Lemons	7.9 m	9 m	9.6 m	7.6 m	9 m	9.8m	9.6 m	9.6m	9.4m
Navels *	19 m	22.7 m	20 m	OR	ANGES	19.4m	20 m	22.9m	22.6m
Valencia*	22 m	27.5 m	20.7 m	41.3 m	37.2 m	42.9m	40.6 m	46.5m	45.9m
	69 m	78.9 m	72.6 m	67.4 m	68.1 m	94.7m	93.3 m	99m	97.2m

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