

FROM THE DESK OF THE CEO (36/11)

Justin Chadwick (16 September 2011)

QUOTE OF THE WEEK **"In Mexico we have a word for Sushi: Bait" Jose Simon**

CGA CITRUS CULTIVAR MANAGEMENT COMPANY

The CGA is delighted to announce the appointment of Jonathan Roberts as the General Manager of CGA's recently formed Citrus Cultivar Management Company. Jonathan moves from his present position as MD of Riverside Citrus, and will take up office in October 2011.

KOREAN INSPECTOR

A message from Paul Hardman: On the request of one exporter CGA made an application to the Korean authorities to extend the stay of the Korean inspector. The inspector will no longer return on the 21st September 2011 but the 5th October 2011.

The opportunity to have fruit inspected for another two weeks is therefore available. Should no other exporters take up this opportunity then the exporter that has made the application will cover the costs, but it was hoped these could be shared among other interested parties.

WORLD FOOD MOSCOW

The word from Moscow is that the Citrus Growers' Association stand has been busy, with many exporters making the trip to Russia. Thanks to Sandra Baetsen and Hoppie Nel who have hosted visitors to the stand. In addition, meetings were held with South African Embassy officials, including Ambassador Mpahla and Russian delegates of the Russia-South Africa Business Forum. Once again thank you to Hoppie for leading the industry delegation.

ASIAFRUIT LOGISTICA

John Edmonds was the CGA host at the South African stand in Hong Kong at Asia Fruit Logistica last week. The South African stand received many visitors, with many complimentary remarks on the artwork and layout. As usual the stand was a buzz for the entire show, with the usual warm South African hospitality. As in Berlin, CGA had a room where CGA members could meet with clients in private – which was well utilized. Our sincere thanks to DTI and FPEF for putting everything together.

IT'S A BOY

Congratulations to Lukhanyo (CGA Transformation Manager) and Nobuhle on the birth of Lathi-Tha – enjoy your bundle of joy.

HELICOVER – BOLLWORM CONTROL

Message from Keith Danckwerts of River Bioscience: Helicovir is a proven effective control of bollworm when applied to larvae smaller than 10 mm in size. Bollworm moths have already been identified in some of the Northern areas and growers should be scouting for larvae. Helicovir can be used on its own at a rate of 12ml per 100 l in a medium cover spray (4000 to 6000 litres) or where growers experience extended bollworm moth flights with a chemical product to provide both immediate knock down and extended control with one spray. Please contact your nearest RB agent, details available on www.riverbioscience.co.za

Growers are encouraged to use River Bioscience products (such as Cryptogran). Being a subsidiary of CGA, all profits at River Bioscience are channeled back into grower activities.

PACKED AND SHIPPED

As anticipated the reduced marketing opportunities in Eastern Europe caused diversification into Far Eastern markets, bringing those markets under oversupply pressure. Fortunately the quality of the later fruit is reported to be excellent. With 4 million cartons of Valencia packed last week it is likely that the 39 million prediction will be reached.

Looking back at the original estimates it is evident that grapefruit growers anticipated a lighter crop (packed figures are 9% higher than estimates), as did navels (packed figures are 5% higher than estimate). In the soft citrus category Satsuma actuals were 22% shy of original estimate, while clementines were 5% below estimate. Late Mandarins are still being harvested with 2.5 million of the estimated 3.1 million already picked and passed for export.

To Week 36 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	13.9 m	12.5 m	16.1 m	12.5 m	16.1 m	14.7m	16.1 m	12.5m	12.2m
Soft Citrus	6.7 m	7.5 m	6.8 m	6.7 m	6.7 m	7.9m	7.3 m	7.5m	7.1m
Lemons	8.2 m	9.4 m	10.4 m	8 m	9.7 m	9.8m	10.4m	9.6m	9.4m
Navels	19.4 m	22.9 m	20.4 m	53.8 m	47.6 m	19.4m	20.4 m	22.9m	22.6m
Valencia	31.7 m	38.7 m	29.7 m			42.9m	39.2 m	46.5m	45.9m
	79.9 m	91 m	83.4 m	81 m	80.1 m	94.7m	93.4 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**