Citrus Growers' Association
OF SOUTHERN AFRICA
Grower levies working for you!

FROM THE DESK OF THE CEO (1/13)

Justin Chadwick (4 January 2013)

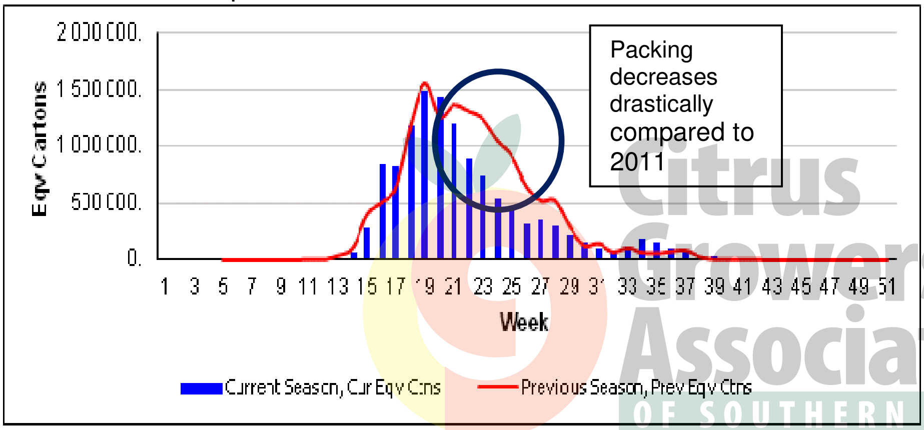
QUOTE OF THE WEEK "

REMINDER OF DATES FOR EARLY IN THE NEW YEAR

2012 SEASON REVIEW – GRAPEFRUIT

The Crop: Small fruit played havoc with the Grapefruit Focus Group's ability to predict the 2012 crop. An initial estimate of 15 168 873 (15Kg) cartons was way over the top (white estimate 1 914 540 cartons and pigmented 13 254 333 cartons). By the second meeting of the GFG in early May the prediction had already dropped by 20% - closer to the final packed and passed for export figure of 12 081 825 (15 Kg) cartons – white 1 750 790 cartons and pigmented 10 331 034 cartons. This was similar to the 2010 volumes (12 528 355 cartons); but well down on the 2011 level of 14 493 404 cartons.

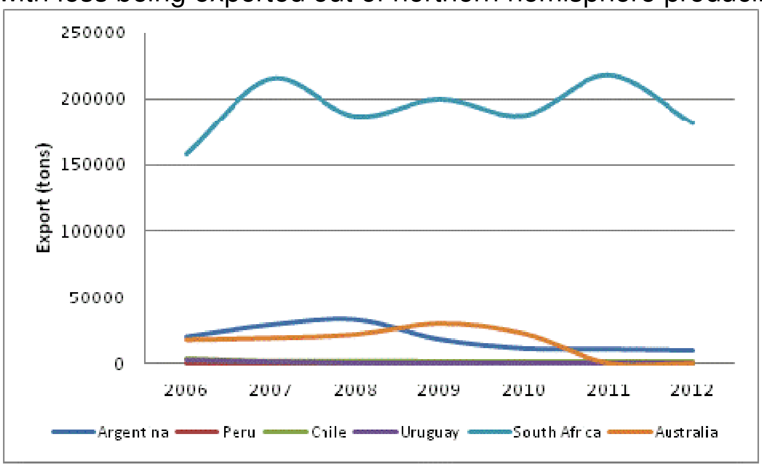
Although the GFG reduced their prediction early on, many commented that the trade did not believe them. That was until week 21 when the packing "fell off the cliff", reducing considerably when compared to the previous year. The graph showing sizing illustrates the tendency for smaller sizes – peaking at counts 45 to 50 as compared to counts 40 to 45 in previous seasons.

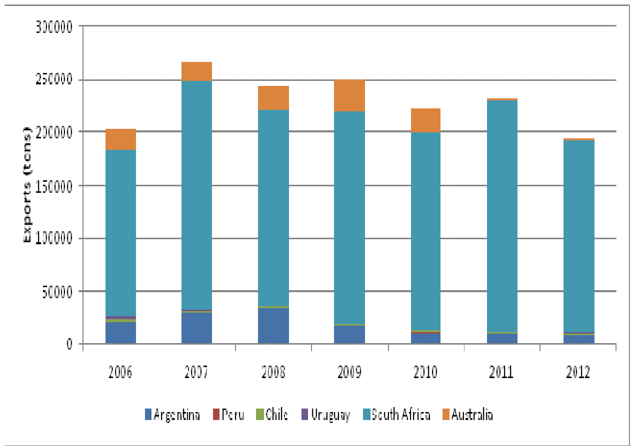


The Markets: As in most years the bulk of southern African grapefruit was shipped to northern Europe (2012 35%; 2011 36%) and Japan (2012 30%; 2011 27%). These were followed by Russia (8%), UK (7%), southern Europe (7%) and other Asia (6%).

Due to the lower volumes market prices were generally good.

Southern Hemisphere: South Africa dominates the southern hemisphere grapefruit category. Argentina has all but exited the category, while the other southern hemisphere countries have not shown much interest. What is also noticeable is the downward trend in total grapefruit exports. This is also a feature of the global grapefruit trade – with less being exported out of northern hemisphere producing countries.





GROWER FUNDED ACTIVITIES OF THE CGA, CRI AND CITRUS ACADEMY ENSURE A GLOBALLY COMPETITIVE SOUTHERN AFRICAN CITRUS INDUSTRY