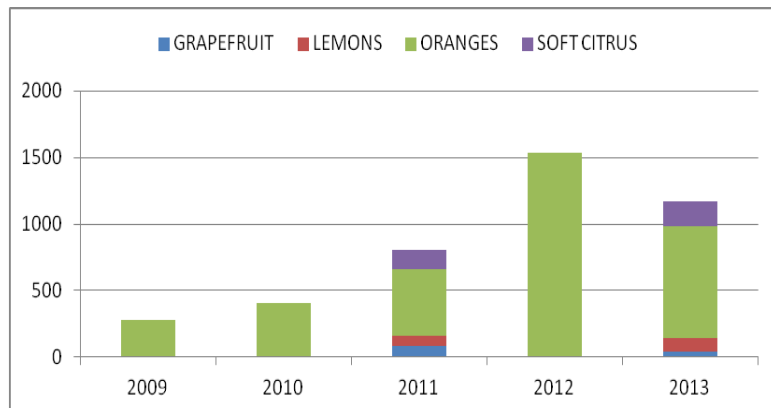


FROM THE DESK OF THE CEO (33/13)

Justin Chadwick (16 August 2013)

QUOTE OF THE WEEK "In case you're worried about what's going to become of the younger generation, it's going to grow up and start worrying about the younger generation" Roger Allen

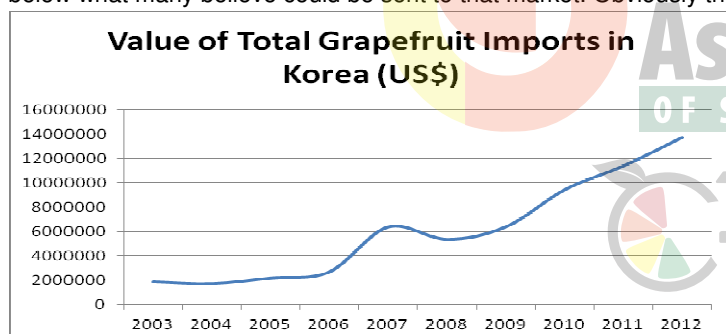
VIETNAM



During 2013 all citrus exports from South Africa to Vietnam were stopped by the authorities in that country. There seems to be problem with the definition of "citrus" – and particularly whether oranges are citrus. The Vietnamese authorities have subsequently requested that South Africa supply the data package for oranges; followed by the other citrus types. Generally we prefer to apply for all citrus as a group – however, due to the very specific request from Vietnam the data package for oranges will be supplied immediately, to be followed by the others. The graph confirms that oranges are the predominant citrus type exported to Vietnam in the past.

SOUTH KOREA

In 2012 South African access to South Korea was widened to include grapefruit and lemons. Unfortunately due to registration problems South Africa was unable to take advantage of this access in 2012 – however, in 2013 62 400 cartons (15 Kg) of grapefruit have been exported to South Korea to date. In terms of grapefruit, South Korea has bucked the trend in that the imported value for grapefruit has in fact increased considerably since 2003 (see graph below). Exports of South African oranges to South Korea are already at 2012 levels (162 000 cartons), with Faisal (CGA) reporting from Durban port that total volumes will be over 300 000 cartons by the weekend.. This is better than volumes achieved in 2011 (117 000 cartons) and 2010 (122 000 cartons); but well below what many believe could be sent to that market. Obviously the tariff is a big deterrent for importers of South African citrus.



Seogwipo City is preparing for the Seogwipo World Citrus Expo in 2015. Part of these preparations includes a Pre-Expo and South Africa has been invited to attend as a means of information exchange and cooperation. The Pre Expo is to be held from 22 November to 1 December 2013. Growers and export agents doing business in South Korea are encouraged to attend. For more information contact justchad@iafrica.com

CITRUS MARKETING FORUM (CMF)

All Southern African citrus stakeholders are asked to diarise the date **Wednesday 30 October 2013** for the final CMF meeting. Once again we will dedicate a fair chunk of time to discuss market access – following up on the prioritisation exercise that we started in 2012. As is traditionally the case – the October CMF will be in the Cape Town area (a far better time to visit the Cape than August I can assure you – can it rain or be any more windy and miserable).

PMA FRESH CONNECTIONS

Congratulations to the organising committee of the PMA Fresh Connections Conference and expo – I have yet to attend a conference that had so much information, such excellent presenters and such networking opportunities. More on the content in next week's newsletter.

PACKED AND SHIPPED

To Week 33 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB	2011	2012	2013	2012	2013	2013	2013	2012
Grapefruit	14.1 m	11.4 m	15.8 m	11.3 m	14.7 m	15 m	17.8 m	13 m
Soft Citrus	6.5 m	6.8 m	7.1 m	6.7 m	6.7 m	8.2 m	8.1 m	7.6 m
Lemons	9.7 m	9.1 m	9.8 m	9 m	9.3 m	11.1 m	10.1 m	10.5 m
Navels	20 m	23.2 m	24.1 m	23 m	22.5 m	24.9 m	23.2 m	24.6 m
Valencia	17.5 m	18.8 m	19.3 m	14.9 m	12.5 m	47.7 m	45.7 m	47.2 m
Total	67.8 m	69.3 m	76.1 m	64.9 m	65.7 m	106.8 m	104.9 m	103 m

SOUTHERN AFRICAN CITRUS GROWERS' OWNED COMPANIES CGA, XSIT, CRI, RIVER BIOSCIENCE, CGACC AND CITRUS ACADEMY ENSURE A COMPETITIVE AND SUSTAINABLE INDUSTRY