

FROM THE DESK OF THE CEO (34/13)

Justin Chadwick (23 August 2013)

QUOTE OF THE WEEK "I generally avoid temptation unless I can't resist it" Mae West

PMA FRESH CONNECTIONS CONFERENCE

An institution that was struggling bemoaned the fact that all the people with "get up and go" had "got up and gone". The theme of how to attract, retain and motivate people was a common thread in many of the presentations at last week's PMA Fresh Connections conference held in a cold and wet Somerset West. It started with Prof Mohammad Karaan's (Dean of Agriculture at Stellenbosch University and Commissioner on the National Planning Commission) opening address in which he stated that "to fix the place, we have to fix the people". Prof Karaan is agriculture's "white knight" in the corridors of politics – constantly illustrating to government at the highest levels the importance of agriculture and its role in developing this beautiful country. The Professor went through the different possible ways of developing South Africa presently under discussion by government; all in all most of the plans are good plans – but they need properly trained, motivated and productive people.

Government has agreed that agriculture, and particularly horticulture and irrigated agriculture, has a leading role in the development of South Africa. Agriculture has the greatest labour absorption capacity; it can generate foreign earnings, fix the land problem and address rural development issues. All advancing nations are built on a healthy agricultural sector.

The NDP has an ambitious plan to create 11 million new jobs by 2013; and 1 million of those are earmarked to come from agriculture. To do this farmers will have to become more efficient in the use of water and energy, enter more markets, industrialise (process) more and become more export orientated. The fresh produce sectors is well positioned in all aspects.

In general, agriculture has had some good years in the recent past; Prof Karaan stated that the good position agriculture is in at the moment meant that higher wages are actually affordable – and suggested that the humane treatment of workers was more important than just increasing jobs. Increases in minimum wages will lead to job losses – but this could be turned around by better productivity; bringing more land into production, more efficient use of water resources and expanding markets. Markets are expected to be undersupplied (in terms of fruit) in the future – we need to take advantage of this situation.

CGA initiated the Citrus Academy in 2005; since then Jacomien de Klerk and her staff have developed an array of solutions for the southern African citrus industry's human capital needs. Whether this be through the bursary scheme which churns out an annual crop of high class students; or the vacation work where students get a feel for working in the real world; or the internship where that feeling for the real world becomes reality; the Citrus Academy is an agricultural leader in its field. This is an impassioned plea to those who have not been involved in the Citrus Academy in the past to get involved NOW – do not wait another day; phone (031 3133364) or e-mail Jacomien today (jacomien@citrusacademy.org.za) and find out how you can become involved. As the good Professor said in his talk – you need to be planning 15 years ahead; so look at your staff profile in terms of age and field of work – and start your succession planning today.

PAPER PRICE INCREASES

Dawid Groenewald from CRI has reported that both SAPPI and MPACT Paper have announced price increases effective from 1 October 2013. Sappi – Virgin Linerboard increase is 18% and Recycled and Semi-chemical Fluting increase is 14%. Mpact Paper prices will increase by between 13 and 15% across their product range. CRI is now discussing with these suppliers trials that would benefit exporters.

IMPORTANT CITRUS INDUSTRY DATES

CRI is holding their **Pest and Disease Management Workshops** during September 2013 – all workshops start with registration at 11h00 on day one and close at around midday on day 2. All growers are urged to attend. 3-4 September Mpumalanga/Limpopo at Raasblaar, Groblersdal; 5-6 September Limpopo at Eiland, Letsitele; 10-11 September Mpumalanga at CRI, Nelspruit; 12-13 September Eastern Cape at Africanos Inn, Addo; and 25-26 September Western Cape at Bydidam, Citrusdal.

Also in September – on Wednesday 18th is the DAFF's Annual Coordinating Meeting to be held at **BOJANGLES CORPORATE CLUB, ST GEORGES PARK CRICKET CLUB, PORT ELIZABETH (09H00)**.

On **Wednesday 30 October 2013** the final CMF meeting will be held in the Cape Town/Stellenbosch area.

PACKED AND SHIPPED

To Week 34 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	12.5 m	17 m	11.4 m	15 m	15 m	18.1 m	13 m
Soft Citrus	6.7 m	6.9 m	7.4 m	6.7 m	6.9 m	8.2 m	8.1 m	7.6 m
Lemons	10 m	9.5 m	10 m	9 m	9.6 m	11.1 m	10.1 m	10.5 m
Navels	10.6 m	23.8 m	24.6 m	23.8 m	24.6 m	24.9 m	25 m	24.6 m
Valencia	20.1 m	22.2 m	25 m	17.9 m	16.2 m	47.7 m	45.7 m	47.2 m
Total	71.5 m	74.9 m	84 m	68.8 m	71.7 m	106.8 m	107 m	103 m

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