

FROM THE DESK OF THE CEO (1/15)

Justin Chadwick (23 January 2015)

QUOTE OF THE WEEK "We are running the most dangerous experiment in history right now, which is to see how much carbon dioxide the atmosphere can handle before there is an environmental catastrophe" **Elon Musk**

CITRUS SUMMIT 2015

There is no doubt that 2015 is going to be a challenging year – as South Africa cements its position as the world's second largest citrus exporter with continued growth in the sector the main challenge is to ensure market availability for the growing volumes. This against a backdrop of difficult market conditions as protectionism and nationalism escalate around the world. The crashing ruble means that imported fruit in Russia becomes more expensive and beyond the affordability of many customers – with 12% of South African citrus going into this market Russia's economic woes are concerning; while unnecessary phytosanitary barriers continue to impact on EU exports. Against this backdrop it is even more important that growers attend the **Citrus Summit scheduled for 11 and 12 March 2015 at the Hans Merensky Hotel in Phalaborwa**. The Summit will concentrate on CGA's strategic direction in meeting these challenges and ensuring a sustainable and competitive southern African citrus sector. The Summit will be exclusively for growers and invited guests – it will be inwardly looking at what we are doing to continue to remain competitive. The most important business decision a grower can make in 2015 is to attend the Summit!!!

We have lined up an excellent programme to make sure that all delegates are well informed. CGA representatives from Russia (**Mikhail Fateev**), Brussels (**Rocco Renaldi**) and USA (**Bruce McEvoy**) will attend and give first hand information on the latest with respect to the Russian economy and fruit imports, EU phytosanitary legislation and possible opening up of the US market. In addition CGA Group (CRI, CGACC, RB and Citrus Academy) staff will brief delegates on their activities. The presentations will be short and to the point – not going into great detail on the different aspects of CGA work; but highlighting the strategic intent behind what we do. There will also be keynote speakers – details will be announced once they have confirmed attendance.

We realize that getting to the venue is a big trek for many growers – particularly those in the Cape. Therefore there are some additional events organized to make the trip worthwhile;

- On Tuesday 10th a **golf day** will be held at the world renowned Hand Merensky golf course. This is being organized by Fanie Meyer (082-8559949) and is a must do event for those who love playing golf on the best courses.
- On Tuesday 10th and Friday 13th MC Pretorius (082 3389853) is organizing **field trips** to Hoedspruit and Letsitele. Both days will follow the same agenda – so that golf players can attend the Friday field day while other delegates could attend the Tuesday field day and then visit Kruger Park on Friday.
- A **partners programme** is being organized to encourage the grower family to attend the Summit.

There will be a **gala dinner** on Wednesday 11th where CGA will recognize those who have played a role in the development of the grower Association and in advancing the southern African citrus industry as a whole; recognition will also be given to growers who have won awards and accolades over the past few years.

This is the first time that the southern African grower family has got together en masse since deregulation in 1997 – register now on <http://dev.cga.co.za/summit/index.php>

STANDARD BANK has come on board as the main sponsor – many thanks for your continued support of the agriculture in general and the citrus industry in particular.

OIL PRICE PLUMMIT

On the positive side the decline in the oil price should have an impact on transport costs – it has already meant a decline in the CPI announced this week (from 5.6% to 5.3%).

