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FROM THE DESK OF THE CEO (4/15)

Justin Chadwick (13 February 2015)

QUOTE OF THE WEEK "An expert is a person who has made all the mistakes that can be made in a very narrow field" Niels Bohr

ALL FIRED UP FOR THE TENTH CRICKET WORLD CUP AND THE FIRST CITRUS SUMMIT

The advert doing the rounds on TV shows that all South Africans are fired up for the tenth ICC cricket world cup. In previous events South Africa has flattered to deceive – gaining the name "chokers" by never reaching the finals. All the other major cricketing nations have made the finals – with Australia achieving 4 victories from 6 appearances. West Indies and India have both won 2 out of the 3 finals they reached; Sri Lanka once from their 3 finals and Pakistan 1 from 2. England has reached the final 3 times but has never tasted victory. CGA Zimbabwean Director Paul Bristow will be hoping for an upset as South Africa meets its neighbour for their event opener on Sunday so that he will have something to talk about at the March CGA Board meeting. All South Africans will be rooting for the Proteas to make 2015 their World Cup year.

Similarly all southern African citrus growers and CGA group staff are all fired up for what is going to be an historic event in Phalaborwa from 11-12 March 2015; arrangements are well under way to make this event something that will set delegates up for informed decision making in 2015 and beyond. Most leading decision makers in the citrus industry have already registered – it is still not too late; register now by going to www.cga.co.za and following the Citrus Summit link (or contact me for any assistance). Minister Zokwana (DAFF) has been invited to open the event while Carolina Dawson (researcher at the world renowned CIRAD in Paris, France) will outline the trends that will frame the future of the global citrus world. The research that comes out of CIRAD is excellent, and if past presentations from this organization are anything to go by Carolina's presentation will be the talking point for a long time to come.

Growers are encouraged to contact Fanie Meyer to be included in the golf day on Tuesday 10th March – he has a small but determined group signed up at the moment; this is a perfect opportunity to play on one of South Africa's best golf courses and spend 5 hours (some will take longer) with fellow citrus growers. A lot can be discussed on the course. [For more information contact Fanie on 082 8559949].

To make sure that growers from outside the region learn as much in the field as they do in the Summit venue a field day has been organized for Tuesday 10th and Friday 13th March (same itinerary repeated on both days). The CRI Extension staff (Hennie and MC) have a great day organized [for more information contact Hennie on 082 447 1537 or MC on 082 338 9853].

INTERNATIONAL PLANT PROTECTION (IPPC) DISPUTE RESOLUTION PROCESS BEGINS

Resolving the CBS dispute between South Africa and the EU took a step forward as the IPPC Secretariat put forward nominees as experts to serve on the IPPC Expert Panel; and draft terms of reference for the Panel to be considered. Once this process is complete the work of the panel will begin; with a time period of 120 days set for completion of their deliberations a conclusion could be established by mid 2015.

FEEDBACK FROM SOUTHERN HEMISPHERE ASSOCIATION OF FRESH FRUIT EXPORTERS (SHAFFE)

SHAFFE delegates met last week in a bitterly cold Berlin. Although full details will be circulated once the minutes have been received here are some of the highlights;

- From 2003 to 2013 SHAFFE members export volumes have grown from 5.8 to 8.5 million tons; growth of 47%.
- Over the same period the value of exports have increased 173%; from 3.9 to 10.7 billion US$.
- **Argentina** reports a partial recovery that wiped out 50% of lemon exports in 2014; volumes are expected to increase from 152 000 to 210 000 tons. Orange exports (40 000 tons) and soft citrus exports (80 000 tons) are similar to 2014 levels. Grapefruit is only produced for the domestic market and processing.
- Conditions for fruit production in **Australia** have been generally favourable. The domestic market remains strong. A weaker currency, increased demand in Asia, recent conclusion of Free Trade Agreements (Japan and South Korea) and increased yields bodes well for a good export season (after orange exports dropped 4.1% and soft citrus 30% in 2014 compared to 2013).
- The worst freeze in 50 years hit **Chile** in 2014 and played havoc with fruit exports – causing an 11.4% drop in volumes and a loss calculated at US$ 540 million.
- **Peru** reports a slowdown in economic growth after seeing citrus exports grow by 21% in 2014.Free Trade Agreements are in the process with India, Indonesia, Russia, Thailand and Turkey. In 2014 Peru exported 120 000 tons of citrus – the bulk of this going to US (27%), UK (24%) and EU (20%).
- **Uruguay** exported almost the same volume as Peru in 2014 (118 000 tons); and expects similar volumes in 2015. Uruguayan exports ended up in EU (30%), US (22%), Russia (11%) and UK (10%).