



justchad_cga

FROM THE DESK OF THE CEO (16/15)

Justin Chadwick (1 May 2015)

QUOTE OF THE WEEK “The only sure thing about luck is that it is about to change” Bret Harte

MAKING BUTTER

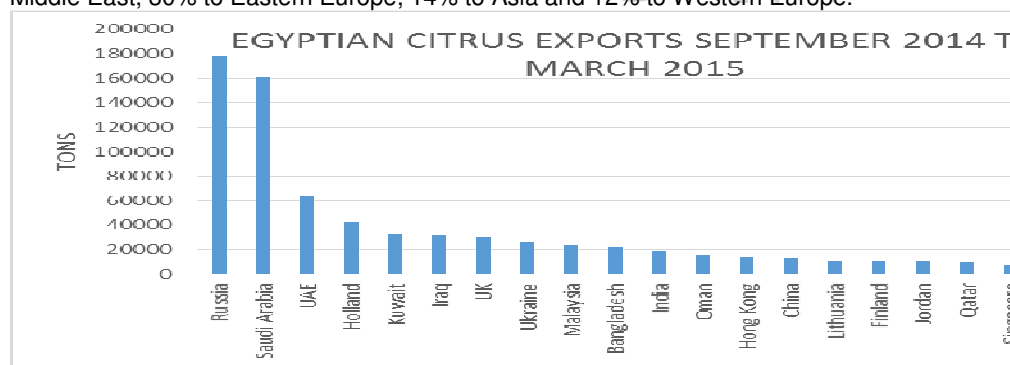
At the opening of the Citrus Summit CGA Chairman (Pieter Nortje) related a story of two mice that fell into a milk bucket. The one mouse claimed that they were going to drown; the other mouse suggested that they beat their legs as fast as possible; making butter in the process and aiding their escape. The Chairman likened this to the activities of the CGA – and claimed that CGA was now “making butter”. To give CGA members an idea of how we are making butter consider the activities of the CGA in April;

- Deon Joubert (CGA Special Envoy: Market Access) joined Rocco Renaldi (CGA representative in Brussels) as they visited member states in the EU in preparation for the forthcoming season. The visits updated stakeholders & authorities with regard to CBS risk management systems in South Africa, and to learn about activities in the member states.
- Piet Smit (CGA Vice Chairman) and Bruce McEvoy (CGA representative in USA) tirelessly walked the streets of Washington as an advocacy group tried to get support for the continuation of AGOA; and the inclusion of South Africa.
- Mikhail Fateev (CGA representative in Russia) is on his way to St Petersburg to finalise an arrangement of “bonded” warehouses so that exporters can ensure payment before fruit is released to importers.
- Paul Hardman (CGA Industrial Affairs Manager) spent a week in Cape Town ensuring that the SIZA program is properly resourced and continues to enjoy retailer and importer support.
- Lukhanyo Nkombisa joined me in visiting the NAMC to report on CGA transformation activities.
- Mitchell Brooke (CGA Logistics Project Manager) contracted Dave Watts and initiated the Container Operators Forums in both Durban and PE. The Eastern Cape Reefer Container Operating Forum met and covered important pre-season planning, as did the Durban Reefer Container Operating Forum.
- Robert Miller (CGA Business Manager) employs a new Financial Administrator to free up his time to focus on group risk and internal controls.
- John Edmonds attended meetings in Cape Town ensuring that AgriHub delivers good information in 2015.
- I spent a week in India at the India Fresh Produce Trade Show and Conference, and to meet with various people to explore how trade in India can be increased (presently send a paltry 4 000 tons into that market). Excellent meetings with Food Standards and Safety Authority of India; importers and other stakeholders. Visits to retail stores and wet markets.
- At the request of the Soft Citrus Variety Focus Group, Graham Barry (CGA consultant on standards) attended the UNECE standards meeting in Geneva to provide guidance on soft citrus labelling.

THE CGA IS “MAKING BUTTER” TO PAVE THE WAY FOR A HASSLE FREE 2015 EXPORT SEASON.

EGYPT

Reliable statistics from Egypt have been sadly lacking in the past. Given the bigger influence that Egypt is playing in the global citrus arena it is encouraging to see CLAM distributing more up to date figures on Egyptian exports. For the 2014/15 season the bulk of exports have been sent to Russia (25%) and Saudi Arabia (22%). From a regional perspective 55% of exports are to the Middle East, 30% to Eastern Europe, 14% to Asia and 12% to Western Europe.



Early season exporters to Russia, India and Middle East need to be aware of significant quantities of Egyptian oranges in the market selling at very low prices. It would make sense to limit volumes until the market has cleared.

PACKED AND SHIPPED

To end Week 17 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB	2013	2014	2015	2014	2015	2015	2015	2014
Grapefruit	2.7 m	2.2 m	1.9 m	1.1 m	0.7 m	15.3 m	15.7 m	15.6 m
Soft Citrus	1.6 m	1.7 m	1.8 m	1.4 m	1.4 m	10 m	10 m	10 m
Lemons	2.1 m	2.2 m	2.5 m	1.6 m	1.7 m	13.6 m	13.6 m	13.2 m
Navels	0.3 m	0.2 m	0.2 m	-	-	25.1 m	25.1 m	26 m
Valencia	0.1 m	0.1 m	-	-	-	49.1 m	49.1 m	50.9 m
Total	6.8 m	6.4 m	6.4 m	4.1 m	3.8 m	113.1 m	113.5 m	115.7 m

SOUTHERN AFRICAN CITRUS GROWERS' HAVE INVESTED IN THEIR FUTURE THROUGH THE ESTABLISHMENT AND CONTINUED FUNDING OF CGA, XSIT, CRI, RIVER BIOSCIENCE, CGACC AND CITRUS ACADEMY