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FROM THE DESK OF THE CEO (35/15)

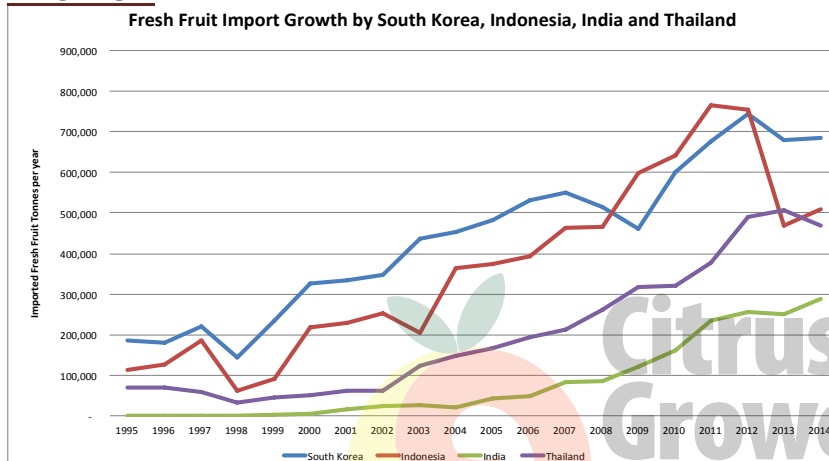
Justin Chadwick 11 September 2015

QUOTE OF THE WEEK “Everything that irritates us about others can lead to an understanding of ourselves” Carl Jung

ANNUAL CITRUS COORDINATING MEETING

On the 30th September DAFF will hold their Annual Citrus coordinating meeting at the Tzaneen Country Lodge from 09h00 to 14h00. Meeting delegates take a good, hard look at the previous year's performance, discusses changes and improvements and plans for 2016. This meeting is a must for all citrus exporters and is an opportunity for all to ensure continuous improvement. RSVP to gloria@cga.co.za.

INDONESIA



They say a picture says a thousand words – the graph (prepared by SHAFTE secretariat) showing fresh fruit imports into South Korea (blue), India (green) and Thailand (purple) all show the same increasing trend. It is only Indonesia (red) that shows a steep decline in 2012 to 2013 as a result of protectionist policies and regulations – the subject of a WTO dispute.

During August an Indonesian delegation visited South Africa in order to complete the process for mutual country recognition.

HOW BEIJING'S SKY GOT BLUE

When the Fruit SA delegation arrived in Beijing on Saturday last week the sky was blue – really blue. The reason was the military parade in the city the week before – to cut down on pollution in order to carry out the parade under beautiful blue sky's strict regulations had been imposed – work at polluting factories and construction sites was suspended and driving was curtailed. And it worked – levels of PM2.5 (airborne particles smaller than 2.5 microns in diameter that can penetrate the lungs and harm health) dropped from 66.4 micrograms per cubic meter a year ago to 17.8 micrograms; a 73.2% reduction. Nitrogen dioxide dropped from 47.4 micrograms to 22.7 – a 52% reduction. When the Chinese decide to do something it gets done.

Fortunately for us in the South African citrus industry the Chinese have decided to buy South African citrus – grapefruit exports to China have increased from 654 000 cartons (2013), to 932 000 cartons (2014) up to 1 342 000 cartons in 2015. Navel oranges increased from 532 000 cartons (2013) to a level of 630 000 in 2014 and 2015. To end week 36 valencia orange exports to China increased from 1 120 000 cartons (2013), to 1 578 000 (2014) to 1 829 000 cartons so far this year.

On Tuesday morning we noticed pollution starting to turn the bright blue Beijing sky a paler shade, and by 2 pm the sky was once again grey. [For us braai loving South Africans the following piece in an article about the pollution caught my eye “we have exposed over 1 000 violations, mainly from vehicles with excessive exhaust emissions and outdoor barbecues”].

PACKED AND SHIPPED

To end Week 36 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	17.8 m	15.3 m	16 m	14.5 m	15.6 m	15.3 m	16 m	15.6 m
Soft Citrus	8.1 m	9.7 m	9.7 m	9.2 m	9.6 m	10 m	9.9 m	10 m
Lemons	10.3 m	13 m	14.4 m	12.7 m	14.2 m	13.6 m	14.4 m	13.2 m
Navels	25.3 m	25.7 m	24.3 m	25.5 m	24.3 m	25.1 m	24.3 m	26 m
Valencia	38.7 m	38.9 m	39.8 m	30.2 m	32.9 m	49.1 m	49.8 m	50.9 m
Total	100.2 m	102.6 m	104.2 m	92.1 m	96.6 m	113.1 m	114.4 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