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FROM THE DESK OF THE CEO (42/15)

Justin Chadwick 7 November 2015

QUOTE OF THE WEEK *"The trees that are slow to grow bear the best fruit" Moliere*

CITRUS PLANTING MANAGEMENT DVD

The Citrus Academy this week released the latest edition in its series of audio-visual learning material. The Citrus Planting Management DVD contains five modules, dealing with an introduction to planting management, citrus types and cultivars, orchard layout and planning, orchard establishment and orchard recordkeeping. The modules are aimed at growers, production managers, workers, and extension officers, in fact, everybody who are involved in planning, preparing and establishing new citrus production units. Please contact Sive at the Citrus Academy at (031) 765-3410 or sive@citrusacademy.org.za for your FREE copy of the DVD. The clips will also be uploaded to the Citrus Academy YouTube channel.

DESTINATION OF SOUTHERN HEMISPHERE FRUIT EXPORTS

At the Southern Hemisphere Association of Fresh Fruit Exporters (SHAFPE) meeting in Atlanta, USA the secretariat prepared a table (below) of fruit exports from SHAFPE countries (Argentina, Australia, Chile, Peru, South Africa, New Zealand, Brazil, Uruguay and South Africa). The European Union (EU) remains the top importer of southern hemisphere fruit with 33% market share; but the volume shipped to the EU has decreased by 18% since 2005. The USA is also a dominant importer (particularly from south American countries) with 15% market share – although here also the volume has decreased. Imports into Russia have decreased by 17%, with a big decrease recorded in 2014 due to economic reasons. The other country to record a decrease is Japan. Leading those countries that have shown significant increases in imports is China – importing seven times more fruit from the southern hemisphere than it did in 2005. Hong Kong has also risen substantially. In the Middle East Saudi Arabia and United Arab Emirates have also increased their appetite for southern hemisphere fruit. Brazil has imported more from its southern hemisphere neighbours. Unlike its neighbour Canadian imports from the southern hemisphere have also increased.

	2007	2008	2009	2010	2011	2012	2013	2014	Trends 2005-2014	Share in 2014
EU-28	3,250,647	3,350,954	3,033,669	2,867,799	2,808,338	2,678,699	2,983,690	2,660,160	-18%	33%
United States	1,203,928	1,103,622	1,175,970	1,144,550	1,192,011	1,116,734	1,209,041	1,171,094	-3%	15%
Russia	612,601	673,391	523,323	610,841	647,510	554,571	614,444	508,387	-17%	6%
China	39,902	53,590	61,412	69,217	121,103	197,264	294,628	327,757	721%	4%
Brazil	260,908	241,704	276,008	317,564	357,096	335,266	349,819	324,200	24%	4%
UAE	188,516	204,028	331,117	243,994	226,194	265,833	298,277	303,137	61%	4%
Hong Kong	189,579	170,531	243,249	205,605	266,244	247,141	187,884	263,477	39%	3%
Japan	211,578	188,503	235,120	180,864	208,777	205,539	205,147	201,340	-5%	3%
Saudi Arabia	168,652	166,559	164,959	203,682	212,481	214,358	216,799	185,069	10%	2%
Canada	141,019	129,869	123,425	144,793	159,987	161,631	191,899	184,486	31%	2%
Other	1,232,027	1,226,654	1,362,479	1,385,522	1,552,575	2,084,146	1,796,339	1,856,945	51%	23%
Total:	7,499,358	7,509,405	7,530,731	7,374,431	7,752,318	8,061,182	8,347,967	7,986,052	6%	100%

PACKED AND SHIPPED

To end Week 44 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	18.2 m	15.6 m	16.1 m	14.9 m	16 m	15.3 m	16.1 m	15.6 m
Soft Citrus	8.4 m	10 m	10 m	9.6 m	10 m	10 m	10 m	10 m
Lemons	10.6 m	13.2 m	15 m	12.9 m	14.7 m	13.6 m	15 m	13.2 m
Navels	25.4 m	26 m	24.5 m	26 m	24.5 m	25.1 m	24.5 m	26 m
Valencia	51.2 m	50.7 m	52.5 m	47.7 m	50.4 m	49.1 m	52.5 m	50.9 m
Total	113.8 m	115.5 m	118.1 m	111.1 m	115.6 m	113.1 m	118.1 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