

FROM THE DESK OF THE CEO (5/20)

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Justin Chadwick 14 February 2020



"Chess is as elaborate a waste of human intelligence as you can find outside an advertising agency" Raymond Chandler

FRUIT LOGISTICA

Berlin weather was milder this year – and getting to and from the Fruit Logistica fair was more pleasant. With a new style of graphics, and a change of structure, the South African stand was first class. The stand is made possible by funding from Department Trade, Industry and Competition, industry organisations and members of the Fresh Produce Exporters Forum (FPEF). One of South African fruit industries biggest assets are the people who work within it. One can see in the engagements that there is mutual respect with the importers, a great sense of comradery amongst competitors, and a palpable buzz of excitement on the stand.

It was a real privilege to stand with Jose Antonio Garcia from Spain, and propose a toast to the newly formed World Citrus Organisation. Statistics show that citrus has lost market share to other fruit sectors – although citrus is the second biggest fruit commodity after bananas, the growth in consumption is less than 3% per annum. Other sectors (such as avocado, blueberry, kiwi, apples and pears) have formed global bodies that promote their sector – and their better growth rates bear testament to the advantages of such platforms.

The Fruit South Africa stand was in Hall 26. In the same Hall was a stand with all the graphics for Hebei province, and nobody manning the stand. Due to the Coronavirus the people to work on the stand could not travel. A stark reminder of how these events can impact on international trade. There was a lot of discussion on how this virus will impact the 2020 citrus season. With 140 000 tons of South African citrus exported to China in recent years, it would be devastating if buyers in China reduced orders as a result of the risk of low consumption. Consumers in many parts of China find it difficult to get around, impacting on sales rates and the operation of markets. There are reports of thousands of containers being held up in ports as trade falters. A further consequence of this is the positioning of empty containers, and the availability of equipment.

Fruit Logistica did seem quieter in 2020 – which could have been through many Chinese players not being able to travel to the event.

Generally, traders indicated that the southern hemisphere citrus exports should enter an empty market, as many northern hemisphere producers run short.

CGA GROWER ROADSHOWS

The second week of CGA Grower Roadshow are as follows: Paul Hardman's team will visit: **NORTHERN CAPE:** 17/2 Lake Grappa, Kakamas at 14h30; **WESTERN CAPE:** 19/2 Piekensklouf at 14h30; **BOLAND:** 20/2 Ashton Cellars at 14h30.

My team will visit **EAST CAPE MIDLANDS:** 18/2 Kat River 14h30; **SUNDAYS RIVER VALLEY:** 19/2 Africanos 14h30; **PATENSIE:** 20/2 Irrigation Board 14h30.

All meetings will be followed by a braai and drinks.

FOR CATERING PURPOSES PLEASE RSVP TO GLORIA@CGA.CO.ZA

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