

FROM THE DESK OF THE CEO (6/20)

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Justin Chadwick 21 February 2020



"Courage is what it takes to stand up and speak. Courage is also what it takes to sit down and listen" Winston Churchill

CGA GROWER ROADSHOWS

Two weeks on the road – finally heading home with the team after the CGA Grower Roadshows. My team visited Nelspruit/Onderberg, Ohrigstad/Burgersfort, eSwatini, KZN (Nkwalini), East Cape Midlands (Fort Beaufort), Sundays River and Patensie. Some observations:

- The rain followed us around, raining in Mpumalanga and all the way through to Ohrigstad, raining from there to eSwatini; and the next week heavy rain from PE to Fort Beaufort. The countryside looked lush and green wherever we went (maybe we should have gone further north!!).
- Growers have planted a LOT of citrus. All over. With large swathes of netting covering mostly new lemon and soft citrus plantings. From my observations I believe the anticipated growth in these categories could even be understated. More reason to work closely with government to ensure markets for the increased volumes, and to work with Transnet to get the ports working efficiently.
- Impressed by the number of young people in the industry – which bodes well for the longevity of the citrus sector. Many of them graduates from the Citrus Academy, or having received training with Citrus Academy material.
- Also pleasing to see the fruits of the CGA Grower Development Company – as many black growers attended the meetings.
- When you kuier with growers you eat a LOT of red meat, and drink a lot of beverages from brown bottles. Hospitality is the name of the game in these rural communities. Great to spend quality time chatting with CGA members.
- The growth in the economy of towns and villages that owe their prosperity and very existence to the citrus industry. I have been visiting these regions for twenty years – and the development is amazing. Top class accommodation (B&B's and guest houses); top class restaurants, functioning infrastructure and great service. At one guest house/restaurant I counted twelve staff working at the establishment, an establishment that did not exist five years ago. This is job creation in action.
- The citrus growing regions in southern Africa have an aesthetic beauty that is hard to capture with a camera. We are truly privileged to visit these areas and call it work. And growers take their environmental stewardship responsibility seriously.

CGA LEVY REFERENDUM

The main topic at the CGA Grower Roadshows was the levy administered by the CGA. Growers were informed of the CGA Board proposal in terms of the levy for 2021 to 2024. Before the roadshows, growers were also provided with documentation explaining the proposed levy and business plan. The National Agricultural Marketing Council (NAMC) require that CGA illustrate sufficient support for this plan from those who will pay the levy. As such, all growers are urged to complete the referendum forms and return them to the CGA, either scan and mail to justchad@iafrica.com; or fax to 031 7658029. Information on the levy plan, and referendum forms are available from justchad@iafrica.com or gloria@cga.co.za

CGA GROUP OF COMPANIES (CRI, RIVER BIOSCIENCE, XSIT, CGA CULTIVAR COMPANY, CGA GROWER DEVELOPMENT COMPANY & CITRUS ACADEMY) ARE FUNDED BY THE SOUTHERN AFRICAN CITRUS GROWERS