FROM THE DESK OF THE CEO (32/25)
Boitshoko Ntshabele, 8 August 2025

"Talent wins games, but teamwork and intelligence win championships." - Michael Jordan

US TARIFFS

As the Trump administration's tariffs take effect, countries are looking at ways to provide some sort of soft landing for affected industries in their countries. Our government has announced support measures which are welcomed by the CGA. We have consistently pointed out the vulnerability of small rural communities to external shocks such as these. We do hope that these measures are implemented expeditiously to protect rural livelihoods.

The CGA also welcomed calls for diversification of markets, as the citrus industry is poised for growth in line with Vision 260 - our achievable goal of exporting 260 million 15kg cartons by 2032. We already export to over a hundred destinations as the second biggest citrus exporter in the world. At this level of diversification, and taking into account our growth potential, all markets are crucial. In fact, we need to work on some of our existing markets to deepen access by improving conditions related to sanitary and phytosanitary measures and tariffs. Some of the existing markets are underutilised precisely because of the higher tariffs levied on our fruit. We have in previous letters indicated that trade negotiations take time, and also spoke of limitations in government capacity. Perhaps now is the time to work closer through private public partnerships to fast-track diversification. South Africa should also use the G20 sidebar discussions to advance market diversification with counterparts.

The CGA continues to urge the South African government to focus on securing a mutually beneficial trade deal with the US, or an US exemption for seasonal fresh produce.

The US exemption of Brazilian orange juice represents some good news for citrus in general and hopefully points towards a precedent for South Africa. Quality, fresh South African citrus plays a significant role in ensuring year-round supply of citrus for US consumers, and in avoiding possible citrus price increases in the US. We urge the US to take this into account, as well as the fact that we supply citrus when the US growers themselves are out of season.

The Southern Hemisphere's citrus season ends in October. We have therefore passed the middle of the season, and local citrus growers have managed to accelerate shipments to the US ahead of the deadline - which has lessened some of the effects of the tariff on the current season's US exports. But should a beneficial trade deal not be concluded, our next export season will feel the full effect of the tariff.

Our growers in the Northern and Western Cape, who will bear the initial brunt of the tariffs, are now deciding whether to divert what is left of their crops to other markets, if possible. Some of them have planted orchards specifically for the requirements of the US market.

The primary goal of South Africa's citrus growers is to keep their enterprises afloat and their workers employed by selling premium citrus at profitable prices in overseas markets.

PACKED AND SHIPPED

End of Week 31 million 15 Kg Cartons	**Packed**	**Packed**	**Packed**	**Shipped**	**Shipped**	**Original Estimate**	**Latest Prediction**	**Final Packed**	**Vision 260**
SOURCE: PPECB/AGRIHUB	2023	2024	2025	2024	2025	2025	2025	2024	2025
Grapefruit	13.0 m	13.5 m	14.0 m	12.5 m	13.4 m	15.3 m	15.0 m	14.4 m	16.8 m
Lemons	34.1 m	31.7 m	36.8 m	28.6 m	34.9 m	32.9 m	39.6 m	34.7 m	41.5 m
Mandarins	30.5 m	31.2 m	36.6 m	23.6 m	32.0 m	44.9 m	47.4 m	41.6 m	43.9 m
Navels	22.5 m	19.5 m	25.3 m	15.8 m	23.2 m	26.1 m	28.2 m	25.1 m	21.7 m
Valencia	22.5 m	19.0 m	25.3 m	11.8 m	19.3 m	52.0 m	53.1 m	48.8 m	58.0 m
Total	122.6 m	114.9 m	138.0 m	92.3 m	122.8 m	171.1m	183.3 m	164.6 m	181.9 m