CGA holds
Strategic Planning Meeting in Sundays River Valley

On 2nd and 3rd March the Directors of the Citrus Growers' Association, their CEO Justin Chadwick and facilitator Johan Koorts converged on the Africanos Lodge in the Sundays River Valley to hold a Strategic Planning Meeting.

The CGA Board had opted to discuss the Fruit Industry Plan (FIP) and their approach to the future strategy of the Citrus Growers Association following the theme as set out in the FIP, in the form of a round the table discussion. These themes covered Broad Based Black Economic Empowerment, Rural Development, Human Resource Development, Relations with Government, Research and Development, Information and Technology Transfer, Logistics and Infrastructure, Information and Marketing and Promotion.

It was found that the CGA Board was well informed and was already well along the road to addressing many of the issues raised in the FIP. Mr. Johan Koorts, who facilitated the Strategic Planning Meeting commented positively on a number of the issues whereby the CGA showed their planning model, their sharp focus whereby they were not tempted to tackle too much and succeed in too little. The Board also showed a clear and unambiguous value system.

The recommendation was made that the CGA should ensure that all interested parties become aware of all the programmes in which they are involved, most particularly Broad Based Black Economic Empowerment.

"I am still learning."

MICHELANGELO