Our Citrus Transforms

South Africa's democracy is now in its eleventh year and in the wake of the political changes, the ownership and management of agricultural land is also experiencing transformation, empowering many in the process. This process is unfolding on many levels and in various industries all over South Africa, and the book "Our Citrus Transforms" was produced as an initiative by the Citrus Growers' Association of Southern Africa in order to chart these changes within the citrus industry.

The South African fruit industry has transformed a lot faster than generally realised. Many farms have made substantial progress in this field, particularly when considering the entire range of empowerment including the transfer of skills.

The transformation process has had mixed results, and often the press has focused on the unsuccessful projects, while there are many success stories to be told. This was one of the strong motivations for "Our Citrus Transforms". There is a lot of good news and much progress has been made.

The research has shown that the South African government is strongly committed to assisting transformation in agriculture. New regulations have been passed in this regard and the government has invested considerable resources towards the success of this huge initiative.

What has also become abundantly clear is that prior to the new government regulations encouraging transformation, many passionate people in the private sector have been voluntarily implementing transformation for quite some time already.

Issred Nomsoari, a successful citrus farmer from Limpopo Province, and a director of the Citrus Growers' Association, hands over the first copy of Our Citrus Transforms booklet to the Minister of Agriculture, Ms Thoko Didiza at the BEE function held at Gallagher Estate. The purpose of this booklet is to make people aware of just how much has already been done towards transformation within the industry and how much is still in the pipeline. This book will also be distributed at the Fruit Logistica Show in Berlin in February 2006 to educate existing and new stakeholders overseas of the progress being made.