



Citrus Growers Association (CGA)

FROM THE DESK OF THE CEO - (01/10)

Justin Chadwick (8 January 2010)

QUOTE OF THE WEEK *"Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man."* Alfred, Lord Tennyson 1850

WISHING YOU AN AWESOME 2010 – MAY ALL YOUR OBJECTIVES BE REALISED AND YOUR WISHES FULFILLED

2010

In May 2004 South Africa held its breath as Sepp Blatter drew the name "South Africa" from the envelope announcing the host for the 2010 World Cup – and it seemed so far in the future; now it is upon us. It's going to be a momentous year for South Africa, a chance for the country to shine and nation building to continue – let us grasp the opportunity and make 2010 South Africa's year. The World Cup will bring many challenges – in particular with respect to our own travel arrangements, and also transport of our fruit to the harbors. Mitchell Brooke is hard at work getting information on planned road closures and other World Cup plans that may impact on citrus movement to the ports. In early 2010 he will hold meetings and workshops to ensure that fruit movement is impacted as little as possible; and to keep the industry informed. It will also be discussed at the CGA Road shows to be held in February and March 2010.

CGA and Buzz Communications are far advanced in preparations for the Global Citrus Conference (8-9 July 2010 in Cape Town). I would urge all in the citrus family who are planning on hosting visitors from abroad for the World Cup to include this conference in their planning.

SHAFFE/FRESHFEL CITRUS TELECONFERENCE

During December SHAFFE and FRESHFEL held a global citrus teleconference. Participants included trade representatives from the USA, China, UK and Germany, as well as suppliers from Morocco, Spain, China, Argentina, Peru, Uruguay and South Africa. Once again modern telecommunications amazes me – from our office in Hillcrest we are linked into all these representatives, discussing issues of mutual interest – imagine the saving in time and travel!!! The Spanish reported 12% more **oranges** for export, with navels and late navels earlier (2 to 3 weeks) than last year. Morocco report less oranges available for export due to lower production and strong local demand. Italian production has recovered – with oranges 68% up on the poor 2008/9 season. Turkish orange production and exports are expected to be similar to last year. Early pricing for oranges in the UK and Germany was better than the corresponding time in the previous year. Spain is anticipating 20% less clementines, while Moroccan **soft citrus** estimates were for a 50% drop and Turkish soft citrus production will be down 15% and exports 8% reduced. As a result prices were 20 to 25% better than in 2008/9.

Up to the end of December, Spanish **lemon** exports were 10% down. This is offset by a 27% increase in Turkish lemon production and 9% increase in exports. The UK lemon market has been balanced with good prices, while in Germany market conditions are a little more difficult – with retailers battling to move volumes.

Israeli predictions are for an increased **grapefruit** crop in 2010 – with their main packing period from February to April. Turkish grapefruit is predicted to increase substantially, albeit from a small base. Through to December the UK market for grapefruit was described as "steady" with no surprises and good value. The German grapefruit market was described as "average"

The report indicated that conditions in Russia are difficult, with large volumes facing weak demand which makes for trying times.

The full report is available on www.cga.co.za.

**GROWERS' FUND THEIR FUTURE THROUGH THE ACTIVITIES OF THE CITRUS GROWERS' ASSOCIATION,
CITRUS ACADEMY AND CITRUS RESEARCH INTERNATIONAL**