

FROM THE DESK OF THE CEO

*"A challenge only becomes an obstacle when you bow to it."
(Ray Davis)*

MARKET PRIORITIES AS SEASON TAPERS TOWARDS END

I am writing this week while visiting Europe as part of our trade diplomacy - ensuring that growers have access to markets, that these markets are safeguarded and that they continue to return a good profit over the long term. This on the back of a very difficult season where almost every risk possibly came into play, regardless of our best laid plans.

A key event for the current season has been, of course, the war in the Middle East. While much has been written on the impact of the war, one element deserves greater acknowledgement: the war ultimately reduced global purchasing power, especially among middle-class households that make up a large part of our overseas markets.

At this point, we also have to start looking toward the next season, as the current one begins tapering towards its conclusion.

It was encouraging reading of the news coming from the BRICS Summit in New Delhi last week. There seems to be opportunity for greater momentum towards exploring trade as a framework for engagement amongst the members of this block. Wandile Sihlobo of Agbiz, has written on many occasions that some of the members of the group are big importers of agricultural commodities but end up getting their needs met from outside of the grouping. It is perhaps this aspect that needs a sharper focus, and the next breakthrough would be our colleagues at the Department of Trade, Industry and Competition making significant progress.

A lot of deals are seemingly being concluded elsewhere in the world, and we should not fall behind. Everyone is seeking to ameliorate the possibility of the Middle East's consequences flowing over to the next season, as the conflict continues disrupting flows. Regardless, as an exporter of citrus, we remain a significant player in the Northern Hemisphere's off-season. We keep consumers interested in the category, and hand them over to our counterparts there as their season begins - which also forms part of the reasoning behind our closing of Valencia exports from regions other than the Western and Northern Cape. The last day of inspection for Valencias will be 27 September.

NEW AGRI-HUB SYSTEM

Agri-Hub has initiated a program to modernise the technology architecture that supports the collection, consolidation, and distribution of information for the fruit export industry. The new system is now ready for deployment. Over the next two months, Agri-Hub will transition to the new system. During this time, information provided to stakeholders will be sourced from the new system. This strategy allows us to concentrate our resources on the new platform, quickly resolve any transition issues, and deliver the benefits of the system as soon as possible.

We understand how crucial timely and accurate industry information is for our stakeholders. The CGA BI team, the Agri-Hub team, along with their technology partners, will be fully engaged during the transition to monitor the new environment and ensure the delivery of reports. Our top priority is to guarantee that stakeholders continue to receive the information they need promptly and accurately while swiftly identifying and addressing any transition issues. The full Agri-Hub statement can be found [here](#).

For any questions, please do not hesitate to contact Albert Coetzee at albert@cga.co.za.

PACKED AND SHIPPED VOLUMES

End of week 37 million 15 kg cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Vision 260
SOURCE: PPECB / AGRIHUB	2024	2025	2026	2025	2026	2026	2026	2025	2026
*Grapefruit	14.4 m	15.2 m	15.1 m	15 m	14.5 m	17.8 m	16.1 m	15.3 m	15.5 m
Lemons	34.6 m	40.7 m	50.6 m	39.5 m	47.6 m	45.9 m	50.5 m	41.6 m	43.4 m
Mandarins	41.3 m	51.4 m	49.9 m	47 m	46.3 m	52.7 m	50.5 m	53.5 m	50 m
Navels	25 m	31.2 m	24.7 m	29.6 m	23.3 m	30 m	24.8 m	31.6 m	32.3 m
Valencia	44.5 m	55.1 m	50.6 m	47.2 m	40.7 m	63 m	56.6 m	62 m	67.8 m
Total	159.8 m	193.6 m	190.9 m	178.3 m	172.4 m	209.4 m	198.5 m	204 m	209 m

*Grapefruit Packed figures have not been updated due to a technical error affecting the availability of the figures.

INTERESTING FACTS

In 1907, the first successful commercial export of 3,000 standard cases of oranges was shipped to Great Britain, marking a pivotal milestone in the history of South Africa's citrus industry.

For the latest South African citrus packed and shipped volumes, please visit the CGA website:

[Stats 01 – Shipping & Cold](#)
[Stores Stock Statistics](#)
[Dashboard | CGA](#)

CGA CITRUS SUMMIT

Registration for the 2027 CGA Citrus Summit is now open to **growers!** We encourage all growers to register early and secure your place before registration opens to the general public on 1 October 2026.