



TRANSFORMATION NEWSLETTER – JANUARY 2013:

Compliments of the season to all the citrus growers in Southern Africa!

It's a new year and all of us are eager to improve on ways to support and sustain citrus farming through the many programmes that the Transformation Desk and the Citrus Growers Development Chamber are bringing on board to the developing growers in the country.

This year started with another issue which the industry is facing, being the challenge of keeping the EU market open. All the growers that are sending their fruit to this market are encouraged to support CGA initiative to try and sustain this market. Please read Justin Chadwick's "From the Desk of the CEO" on a weekly basis to keep yourselves updated with regard to this challenge.

Chamber Exec Meeting:

An update on the mandate of the last chamber meeting that requested the transformation desk and the chamber exec to secure funding to undertake situational analysis to 130 citrus farms in the country. It was reported in their first meeting this year that the chamber exec has managed to pave the way towards the proper planning in undertaking this exercise.

When the exercise is ready to put in place the growers will be notified on time so that they can participate in this process. The growers are urged to take part. The reason and the purpose of this exercise is for the chamber and the transformation desk to have a holistic understanding of the current situation on the ground. They also need to understand the challenges the growers are faced with so that they can be in a position to advise the government and other stakeholders who want to support the developing citrus growers in the country. This will enable the chamber to ensure that they are making progress in ensuring that the available support is being coordinated.

Focus areas for transformation 2013

Amongst other things that will be taking place this year the chamber and transformation desk will focus on issues that seem to be challenging operations of many developing growers. Issues such as :

- Maximum extension support
- Technical and Business Skills development
- Access to finance – govt programmes recap, CASP, AgriBEE Fund etc.
- Market access – Locally and International
- Logistics- transport prices etc.

Therefore this requires maximum participation from all the constituencies in order for the chamber to make an informed decision of the best approach in addressing abovementioned issues.