

FROM THE DESK OF THE CEO (04/25)

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Justin Chadwick 24 January 2025



“Challenges are what make life interesting, overcoming them is what makes life meaningful”

Joshua J. Marine

CITRUS SUMMIT PROGRAM RELEASED

The full program for the CGA Citrus Summit from 11-13 March 2025 has now been released – and what a program it is! Minister Steenhuisen will set the scene with his opening address, followed by a deep dive into South African politics (Frans Cronje) and economics (Dawie Roodt). The southern African citrus industry is focussed on exports, with exports making up over 70% of production and earning in excess of 90% of industry returns. Delegates will then get insights into China (Tony Lee), USA (Nick Gutierrez), the European Union (Rocco Renaldi and Jana Janse van Rensburg), Russia (Mikhail Fateev) and India (Sachin Khurana). The Grapefruit sectors market development campaign will be covered by Nicci Stewart.

Industry inclusiveness is an important theme of the Summit. Delegates will be informed about the significant activities at Ikamva Lethu and Kopano, as well as getting first-hand feedback from growers Nhlanhla Mathaba, Kuhle Nohamba and Lavhengwa Nemoarani (so good to see the youngsters following in their father's footsteps).

There are three inspirational speakers. Brett Archibald will tell of his harrowing ordeal at sea (fitting the theme of the Summit: “Tough times don't last, tough people do”), CJ Stander will allow a look into the Irish rugby team's locker room, and Ian Hatton will share his leadership secrets.

A global perspective of the citrus industry will be supplied by Eric Imbert, Anya Jaworski will share experiences with the lemon tracking model, while Tracy Davids (BFAP) will look more at domestic industry dynamics.

Brazil's crop failure changed the course of the 2024 citrus season and is likely to impact the market for a few years. Prof Marcos Neves is best placed to share his views on and expectations of the Brazilian citrus industry. Another core theme of the Summit is sustainability, which will be covered by Prof Guy Midgely.

Logistics will be covered by Michelle Phillips (Group CE of Transnet) and Mitchell Brooke, with Thomas Eskesen covering the shipping outlook.

NEW COMMUNICATION PLATFORM

We will soon be transitioning to a brand-new website and communications platform designed to enhance and simplify your experience. This exciting change will provide you with more streamlined access to information. This process will entail a registration process. We will communicate further details towards the end of January.

RELEASE OF THE 2024 CGA STATE OF LOGISTICS AND SHIPPING REPORT

The first CGA State of Logistics and Shipping Report is now available. It is a well-rounded report that highlights a number of key logistics and shipping aspects prevalent during the 2024 citrus export season. The report can be accessed from the following link or directly from the CGA website. It is also available on the CGA Logistics and Shipping WhatsApp channel.

<http://c1e39d912d21c91dce811d6da9929ae8.cdn.ilink247.com/ClientFiles/cga/CitrusGowersAssociation/Company/Documents/CGA%20State%20of%20Logistics%20Report%202024%20-%20Final.pdf>.

LOOKING BACK OVER A QUARTER OF A CENTURY

With just ten newsletters left before retirement, I thought I would cover some insights from my CGA journey. And I decided that this newsletter would be a good starting point. The first newsletter went out in December 1999 and was called The Citrus Grower/Die Sitruswerker. Articles appeared in English and Afrikaans and it was 4 pages long. This format continued to 2002 with 9 newsletters over that time. This format was replaced with Newsflashes and Freshinfo releases from 2003 to 2006 (87 in all). The Newsletter in its present format started in 2007 with a total of 861 newsletters from then to now. From 2008 it was translated into Afrikaans – with Dr Elma Carstens having the unenviable task of doing this job for a number of years! On a weekly basis 3 263 people receive the English newsletter, and 450 the Afrikaans newsletter. Keeping growers and others in the citrus industry informed has been a priority of the CGA from the very start - and it will always remain a priority.

THE CGA GROUP (CRI, RIVER BIOSCIENCE, XSIT, CGA CULTIVAR COMPANY, CGA GROWER DEVELOPMENT COMPANY & CITRUS ACADEMY) ARE SUPPORTED BY AND WORK FOR THE CITRUS GROWERS' OF SOUTHERN AFRICA