

FROM THE DESK OF THE CEO (16/25)

"Every time you are tempted to react in the same old way, ask if you want to be a prisoner of the past or a pioneer of the future." Deepak Chopra



Boitshoko Ntshabele, 18 April 2025

CGA CITRUS LEGEND FANIE MEYER

During last month's Citrus Summit, former CEO Justin Chadwick honoured three new Citrus Legends. Fanie Meyer is the second Citrus Legend to feature in the newsletter. It is an honour to shine a spotlight on these significant figures in our industry.

Fanie Meyer has served on the CGA Board, CRI Board and RBX Board – I am not sure that there are many that have the trifecta. He also served as Chairman of the Citrus Improvement Scheme Advisory Committee for many years – navigating choppy waters in getting all role-players to agree on a compulsory statutory scheme. He managed this process in his own fair and thorough manner, and it is on the cusp of getting it promulgated.

He attended the University of Pretoria. He then managed citrus farms all around the country – including Crocodile Valley Estates, Tambuti, TSB and Blyde River Estates.

Before deregulation he served on the Outspan Board. After deregulation he served on the CGA Board for ten years with six of those years being on the Executive Committee. Always coming in from left field he kept the Chairman on his toes with his caustic comments and interesting statements. He served on the CRI Board for thirteen years, many of them as Chairman of the Integrated Pest management Committee – his knowledge of the research environment and the commercial aspects of the citrus environment kept everybody grounded. He was especially proud of the work that proved that lemons are not a host for FCM and fruit fly.

When searching through 25 years of CGA files, this Fanie's name came up 467 times – he was on a Fruit South Africa Market Access Project Committee, he has served on the Disaster Management Committee and has represented his region on the variety focus groups forever - often, in his style, questioning their relevance and value. This questioning forced CGA to take a critical look at how these groups function, and helped us ensure that they add serious value to the industry.

Fanie will be remembered for the first Citrus Summit held in Phalaborwa, where he promoted the venue as world-class and definitely the place for a Summit. Many delegates were not quite as impressed. However, he was in charge of the golf, which apparently was a huge success.

ORANGE JUICE FUTURES PRICE

Orange juice futures prices dropped to approximately \$240 per pound at the end of March 2025, but have since recovered to just over \$300 per pound. This is still about 43% below the peak price of around \$530 per pound reached in October 2024. With southern hemisphere orange exports expected to pick up in May, many will be watching closely to see where juice prices go from here.

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