



CITRUS MARKETING FORUM

DRAFT AGENDA

of the Meeting to be held at **10h00**
on **24 March 2026** at
Protea Hotel – Technopark, Stellenbosch

1. **Welcome**
2. **Apologies**
3. **Approval of Minutes – 30th October 2025**
4. **Matters Arising from Minutes**
5. **Finalisation of the Agenda**
6. **Review of Objectives and Purpose of CMF** Paul Hardman
7. **Quality Standards**
 - a. APS Act Quality Standard Updates Dr Graham Barry
8. **2026 Crop Estimate**
 - a. Tree Census update Albert Coetzee
 - b. Long-term Crop Projection Model Albert Coetzee
 - c. 2025/2026 Northern Hemisphere supply Albert Coetzee
 - d. Current Juice prices Albert Coetzee
 - e. 2026 Estimate Portia Magwaza and VFG Chairs
 - f. Approach to handling updates/projections Portia Magwaza
9. **Feedback on markets** FPEF Feedback
10. **Optimizing Market Supply**
 - a. 2026 Logistics Considerations Mitchell Brooke
 - b. Consumer and Market Intelligence Amy Grundling & Jana Janse van Rensburg
 - c. Market Development Initiatives Amy Grundling & Jana Janse van Rensburg
 - d. Inspection and export data (dashboards) Albert Coetzee



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11. PPECB Feedback

Vijan Chetty (TBC)

12. CMF Next Meeting

All

13. General

All

14. Closure