

FROM THE DESK OF THE CEO (43/22)

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Justin Chadwick 4 November 2022



“Sometimes, I shock myself with the smart stuff I say and do. Other times, I try to get out of the car with my seatbelt on.”
Anon

WORLD CITRUS ORGANISATION (WCO)

The WCO is as strong as the members make it – and we need a strong sector to ensure that citrus takes its rightful place as superior fruit. A common vision has been developed by all those who mold the WCO to take up this leadership position in the fruit world– responsible citrus industry players around the globe are assisting leadership of WCO in this establishment phase. Over the past few months WCO members have had the opportunity to network and to be exposed to interesting presentations on important industry matters. This included opportunities at Fruit Attractions in Madrid, and more recently at IFPA in Orlando. The WCO Secretariat have highlighted three additional opportunities in November:

WCO Health & Nutrition Working Group

The WCO Health & Nutrition Working Group is convening to discuss a proposal by CIRAD for a study on data tables on the nutritional composition and health benefits of world citrus, exploration of WHO nutrition and health claims, and the re-starting of the WCO social media nutrition facts campaign. All interested members are invited to attend.

Date: Wednesday 9 November 2022

Time: 15:30-17:00 CET

Location: Online via Zoom

WCO Global Marketing Concept Brainstorm

As part of WCO’s 2022-2024 Strategy going forwards along with fostering a global citrus community and global citrus collaboration, it is envisaged to build a global identity for citrus to better position the category. This first brainstorm meeting will explore the potential of a WCO global marketing concept for citrus to be available and used by all WCO members. External guests from other international fruit product associations will be invited to give snapshots on the work they have done on creating successful global marketing concepts. All interested members are invited to attend.

Save the date: Tuesday 29 November 2022

Time: 15:30-17:00 CET

Location: Online

Registration

If you would like to attend the WCO Health & Nutrition Working Group and/or the WCO Global Marketing Concept Brainstorm meeting, [please complete this online registration form here](#). We encourage all interested members to attend - registration is not limited per member.

Global Citrus Congress

This online event returns on 30 November 2022. Organised by the [World Citrus Organisation](#) and [Fruitnet Media International](#), [Global Citrus Congress](#) is the essential annual event for you to keep track of the latest developments in the international citrus sector. Expert speakers present the latest Northern Hemisphere production forecasts, analyse new and established supply sources, and discuss marketing strategies to boost consumption through a lively combination of presentations, interviews and panel discussions.

NEED MORE INFORMATION? Speak to our team info@citruscongress.com

CGA CITRUS SUMMIT 14-16 MARCH 2023

Registrations for the CGA Citrus Summit will open on Monday, 7 November 2022. The link to the registration platform will be available on the website under the CGA Events tab.

PACKED AND SHIPPED

End of Week 43 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AGRIHUB	2020	2021	2022	2021	2022	2022	2022	2021
Grapefruit PP (17kg)		2.7 m	2.6 m	2.3 m	2.0 m			
Grapefruit Class1&2 (17kg)		12.8 m	12.2 m	12.8 m	11.2 m			
Grapefruit	16.0 m	17.5 m	16.7 m	17.2 m	15.0 m	16.8 m	16.7 m	17.5 m
Mandarins	23.7 m	30.9 m	31.8 m	29.4 m	31.8 m	34.5 m	32.0 m	30.9 m
Lemons	28.4 m	31.0 m	34.7 m	29.4 m	34.1 m	32.3 m	34.8 m	31.0 m
Navels	26.0 m	27.2 m	27.8 m	27.2 m	27.5 m	28.7 m	27.9 m	27.2 m
Valencia	49.1 m	54.9 m	53.7 m	54.5 m	51.6 m	58.2 m	53.9 m	55.0 m
Total	143.2 m	161.5 m	164.7 m	157.7 m	160.0 m	170.5 m	165.3 m	161.6 m

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