

# FROM THE DESK OF THE CEO (4/21)

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Justin Chadwick 5 February 2021



*"If you are not criticized, you may not be doing much" Donald Rumsfeld*

## ORANGE HEART FRUIT DRIVE: CALL FOR DONATIONS

Many predict that the real economic effect of the COVID pandemic will hit household during 2021 – as peoples financial reserves are drained, and as more businesses face closure and more join the unemployed. There is a need for those who can to assist wherever possible in terms of the basic needs of these people. In 2020 the CGA initiated a donation program called the Orange Heart Fruit Drive. Growers and packhouses informed CGA of fruit available for distribution – and CGA worked through Department of Social Development and Food Forward SA in distributing to those in need. In 2020, 1,500 tonnes of citrus was distributed through this initiative.

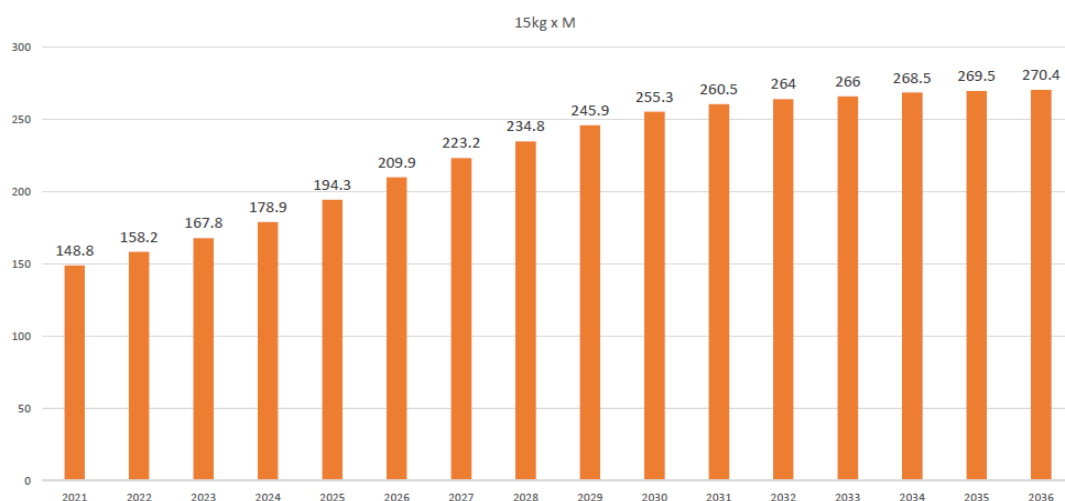
We are planning to continue with this initiative in 2021 – and the need is greater. The goal is to distribute at least 3 000 tonnes of fruit. Sive Silo ([sive@citrusacademy.org.za](mailto:sive@citrusacademy.org.za)) is running this program. If you are in a position to donate fruit (any fruit) then please contact Sive. We will also be sending out more information to growers in the next week.

## GROWTH WILL CONTINUE

Paul Hardman (CGA Industry Affairs Manager) recently updated the CGA Long Term Model. This model is used to predict export volumes of the various citrus commodities over the next 15 years. Using a number of variables (including tree census data, budwood sales, orchard replacement and removal, yields, packout percentages, expansion potential and planting densities) the model has tracked actual volumes very closely in the past. The model is more accurate in the short term (years one to ten), and less accurate in years eleven to fifteen.

The model predicts a slightly higher volume for 2021 (148.8 million 15 Kg cartons), increasing to 194 million cartons by 2025, with 260 million predicted in the next ten years. The actual performance will largely depend on the ability of government and industry to improve efficiencies in the logistics chain, and gain, retain and optimise market access. For more detail contact Paul – [ph@cga.co.za](mailto:ph@cga.co.za)

## Long-Term Crop Projections – Model Output



## WEEKLY STATISTICS

USDA Foreign Agricultural Services (FAS) recently released their document entitled “Citrus: World markets and Trade” (contact [justchad@iafrica.com](mailto:justchad@iafrica.com) for a copy). In 2020/21 global production of citrus was 97,6 million tonnes (above the 6-year average of 95,5 million tonnes). Of this production 24% was processed, while a mere 11% was traded as exports, leaving 65% consumed domestically.

**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**