

MARKET ACCESS:

Key to the Sustainable Future of the Southern African Citrus Industry

CGA Citrus Summit 2023

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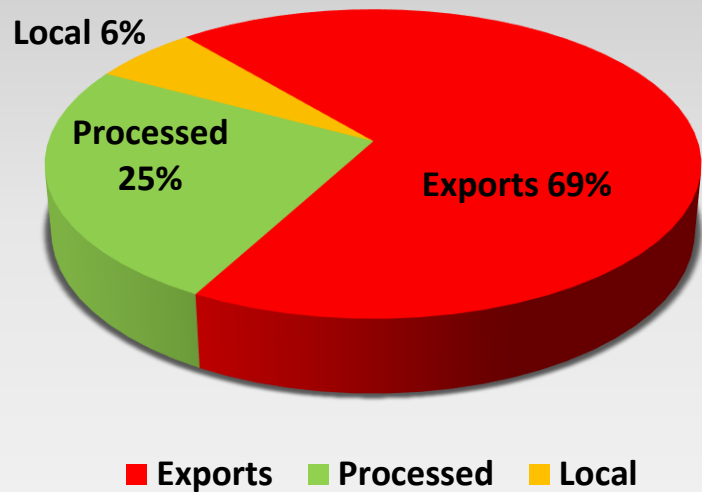
14-16 March 2023

CGA Citrus Summit

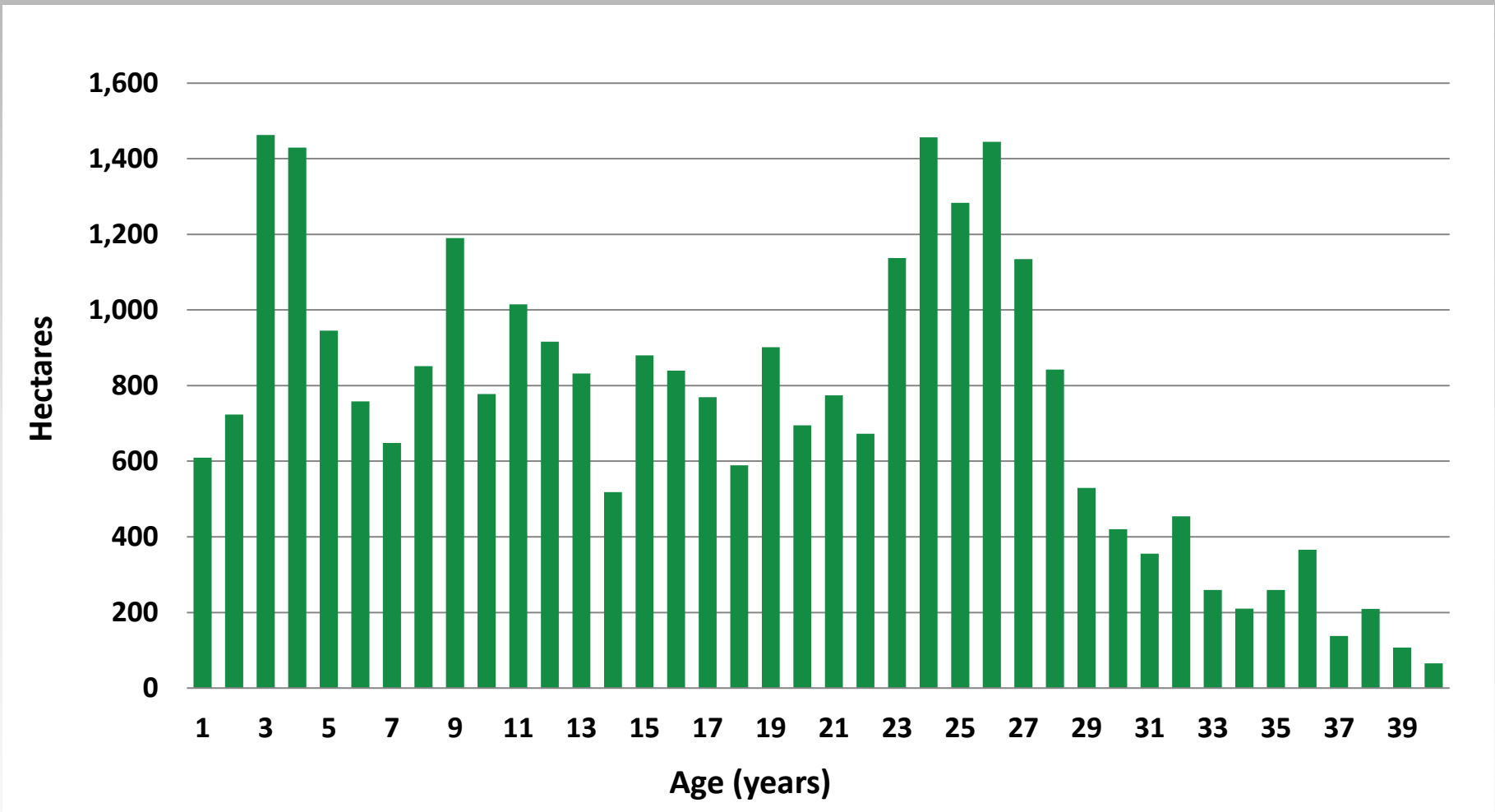
RESPECTING OUR ROOTS, FORGING OUR FUTURE



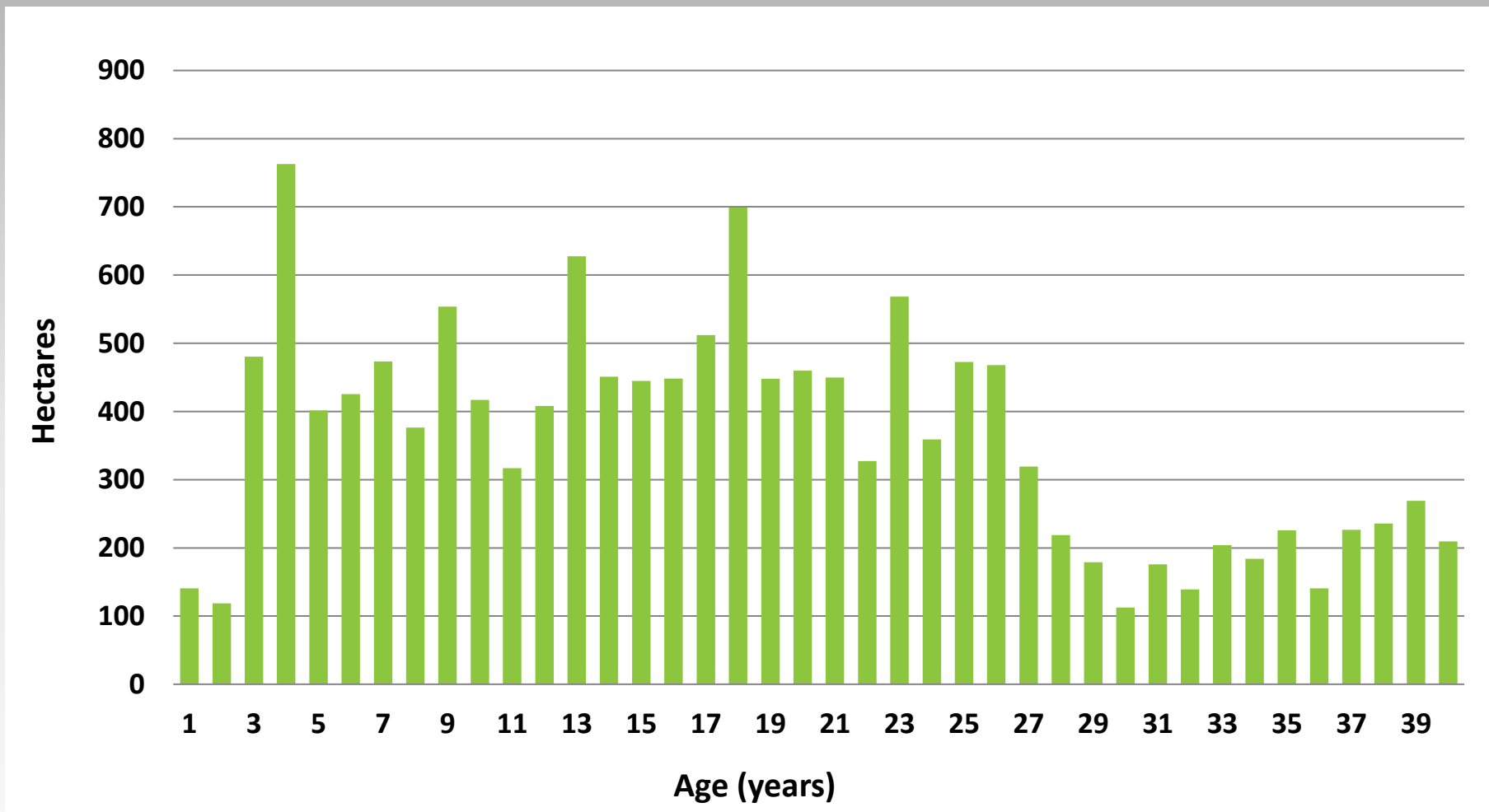
Southern African Citrus Exports Volume and Value



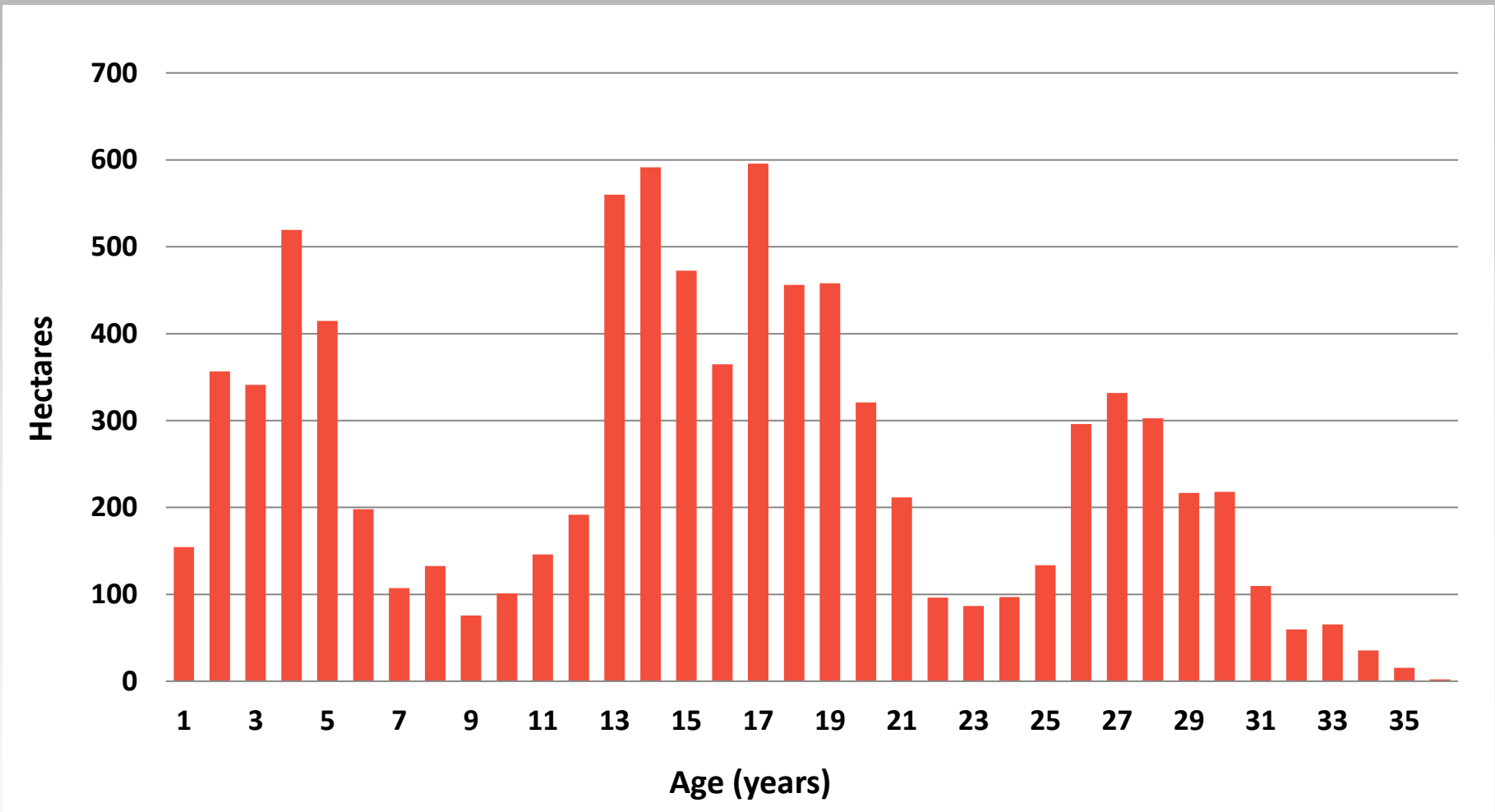
Valencias Age Distribution



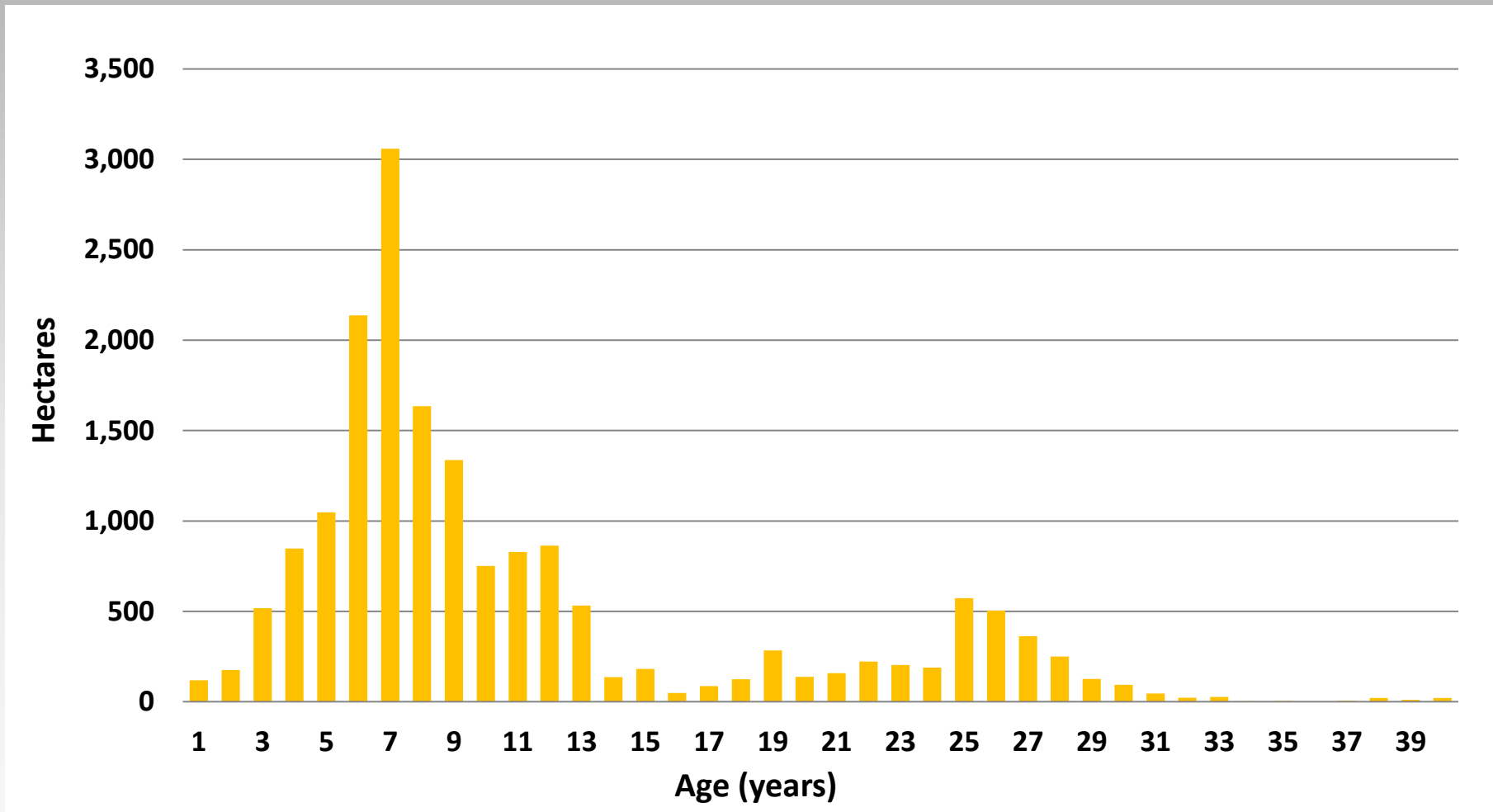
Navels Age Distribution



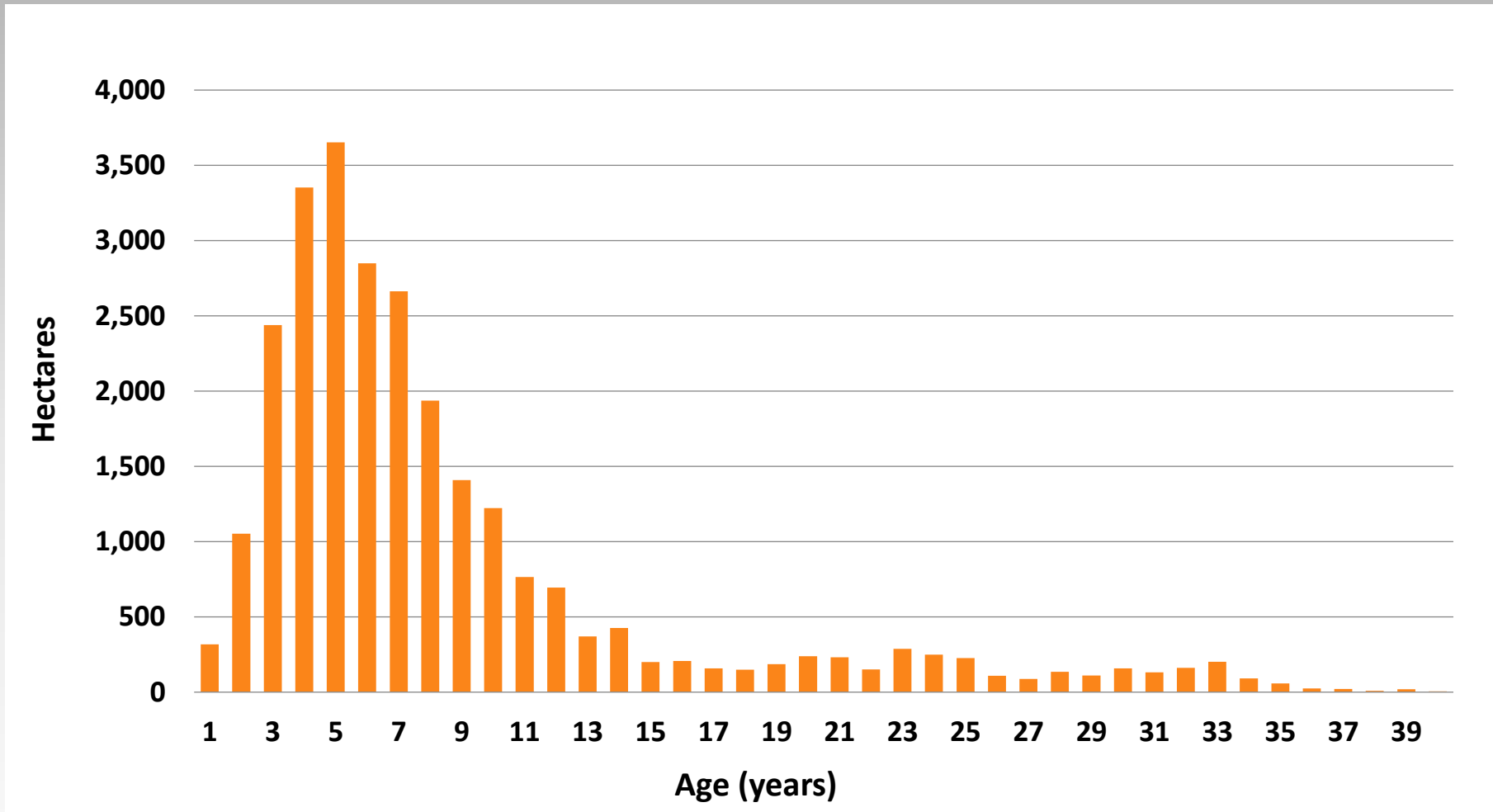
Grapefruit Age Distribution



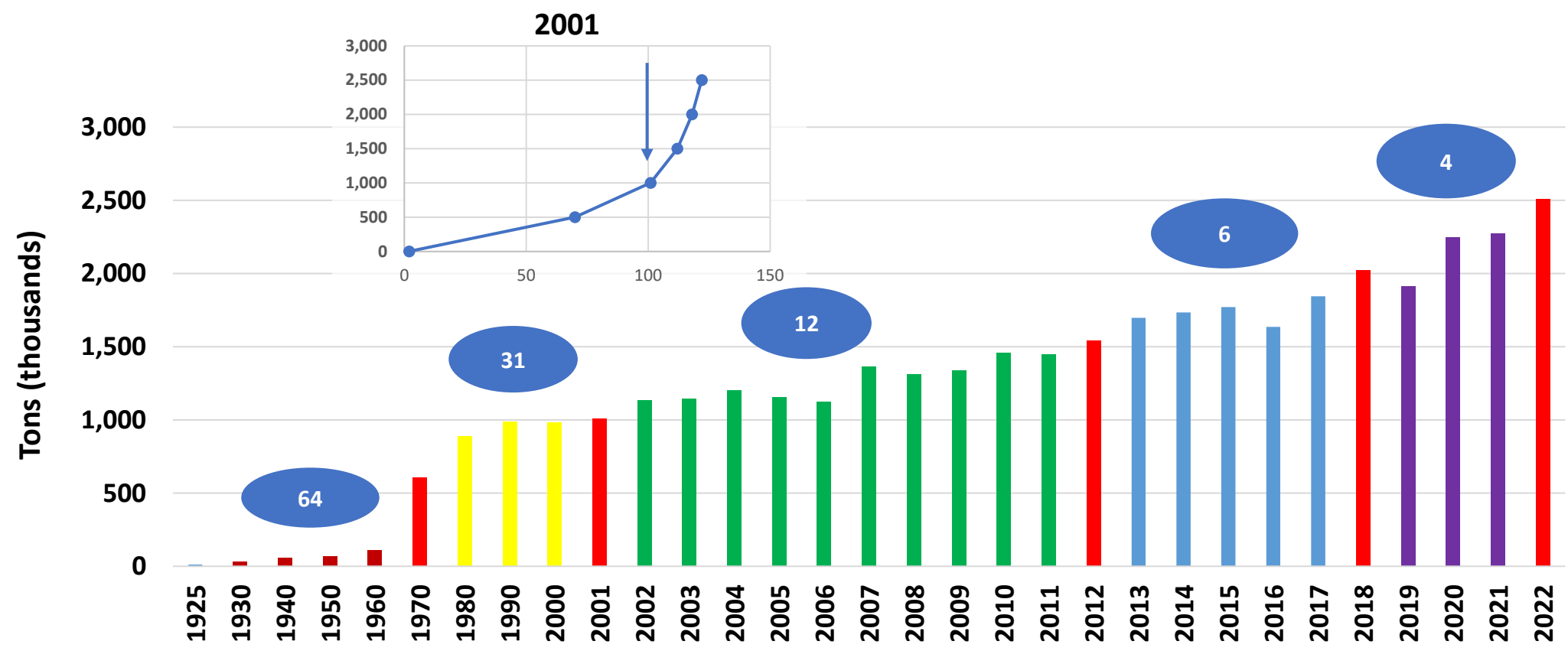
Lemons Age Distribution



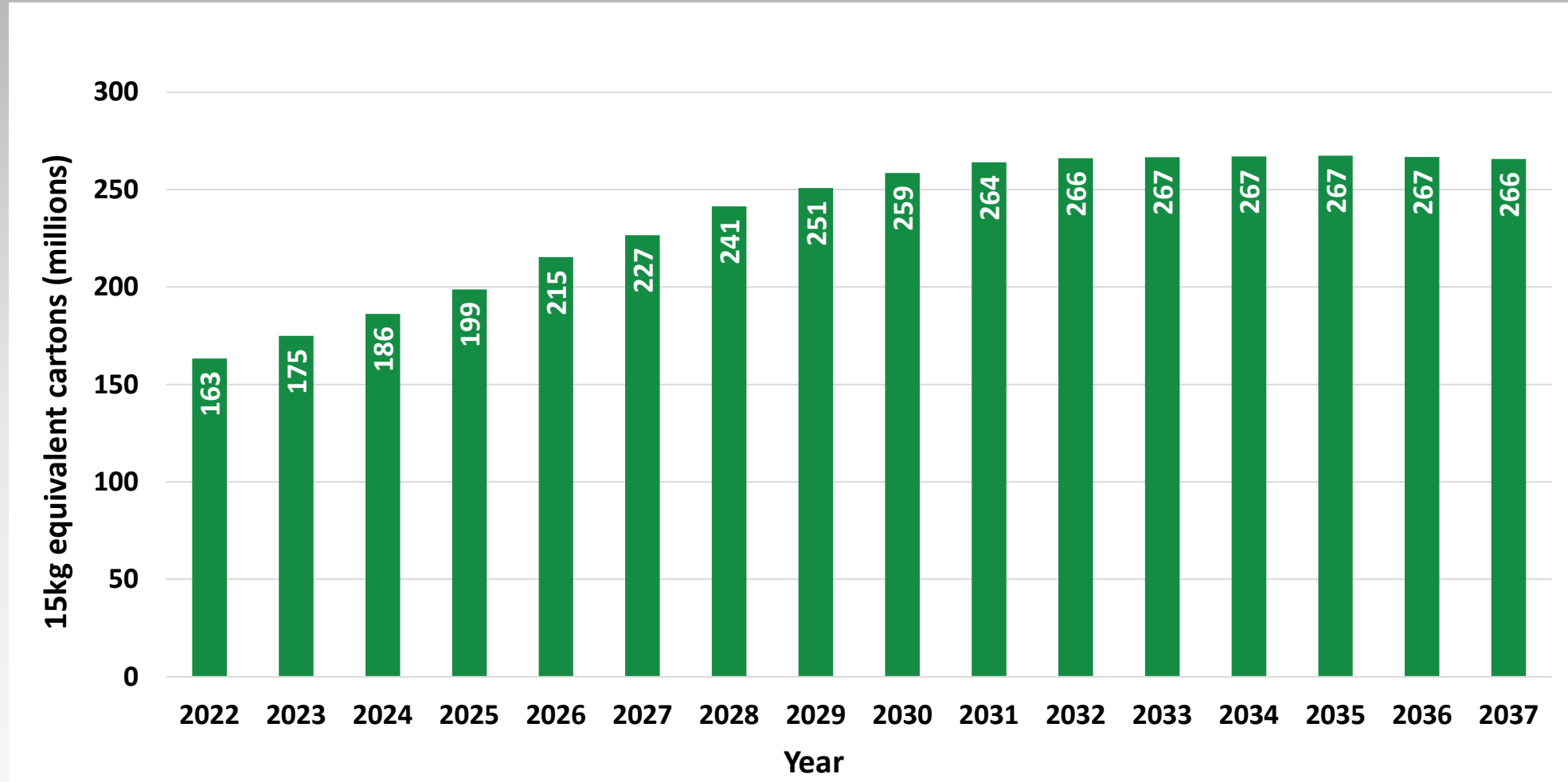
Soft Citrus Age Distribution



Southern African Citrus Exports



2022 Long Term Crop Prediction



Why Market Access?



It is the key to the sustainable future of the South African citrus industry - worth billions of Rands and providing jobs to thousands of South Africans

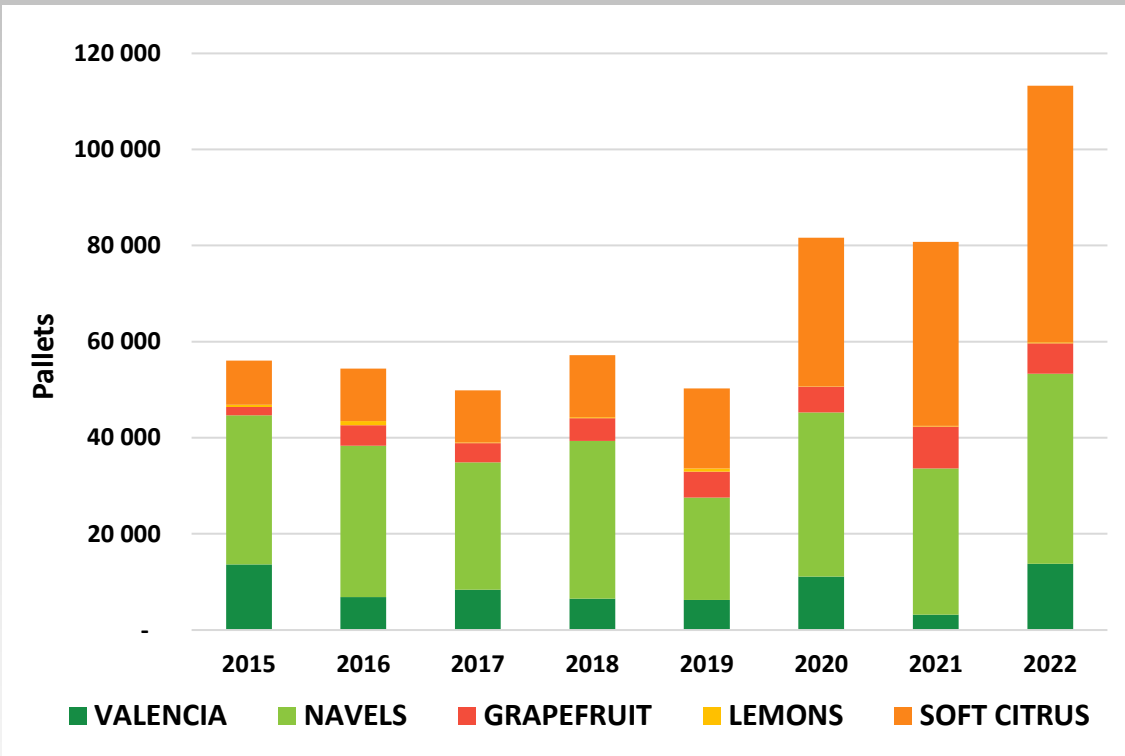
GRO - Gain, Retain & Optimise access

🍊 **GAIN** - gain access to new markets; gain access for new products; gain wider access for existing products in existing markets

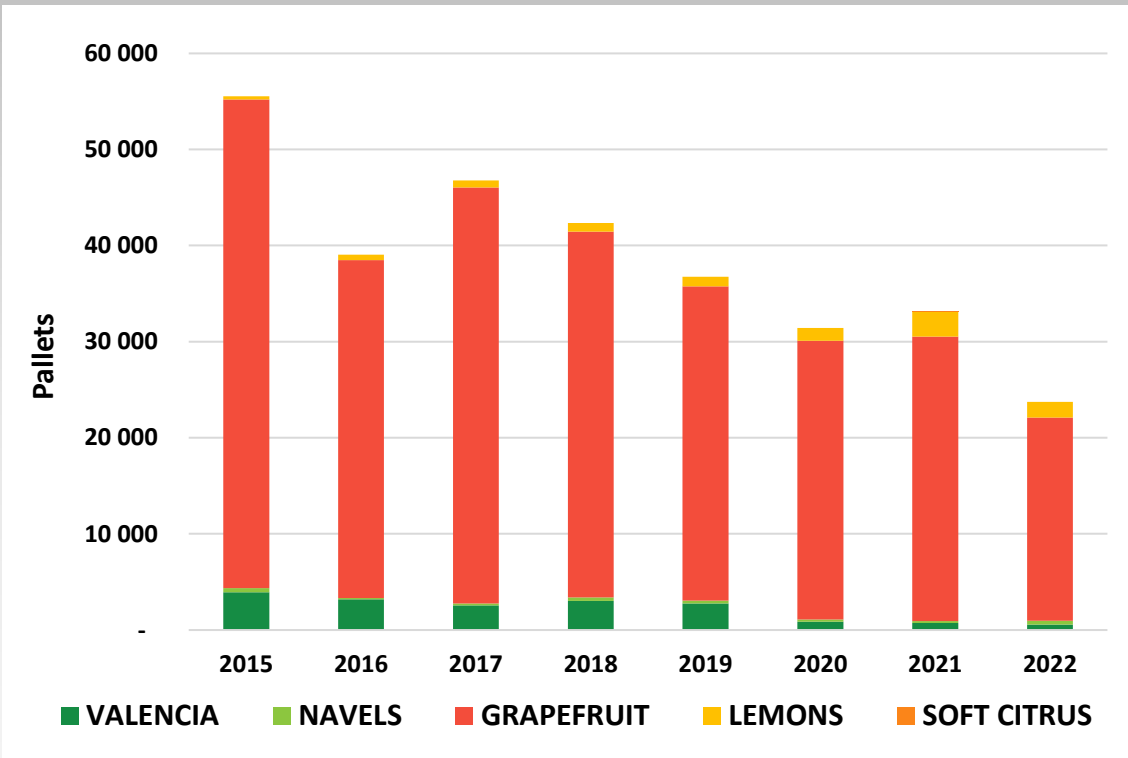
🍊 **RETAIN** - retain existing market access when threatened

This has rapidly become the most critical component of market access

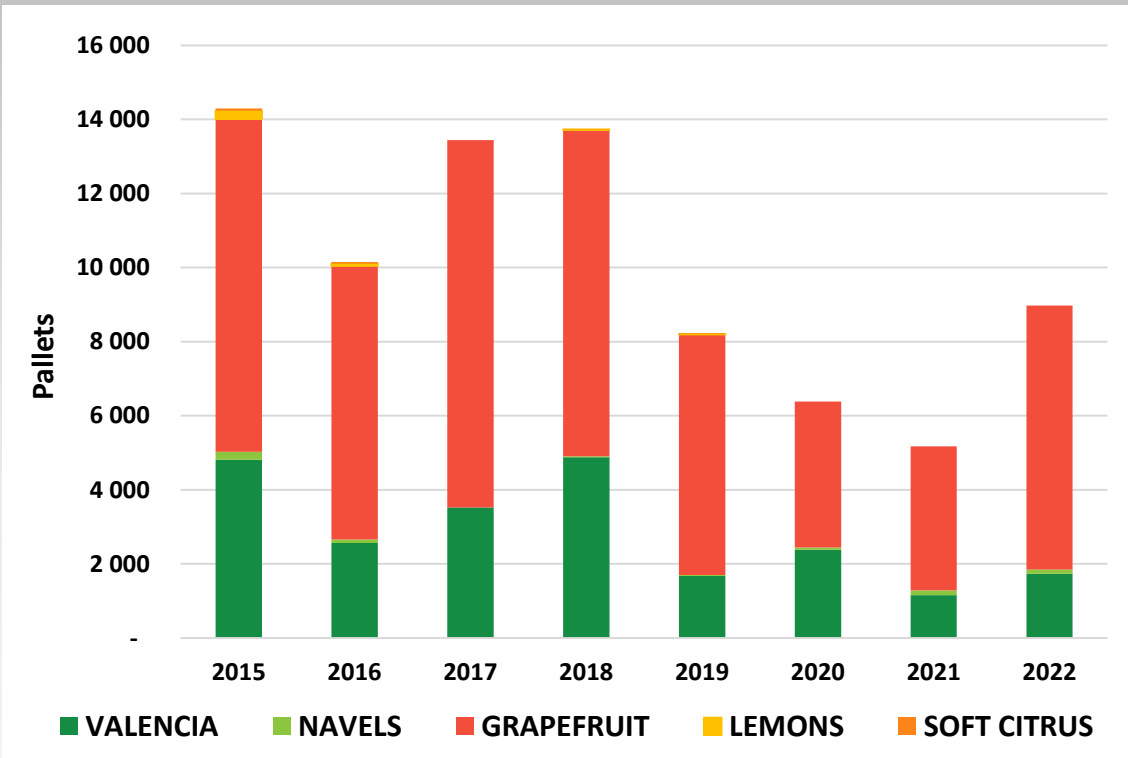
🍊 **OPTIMISE** - conditions of access that are optimal for fruit quality and economic returns



- Include all Western Cape magisterial districts (2013)
- Recognise CBS pest free places of production in an area of low pest prevalence (2013)
- Revised pest list (2016)
- **Access for citrus from the rest of South Africa (CBS areas) (2013)**
- **Mixed fruit types (2023)**

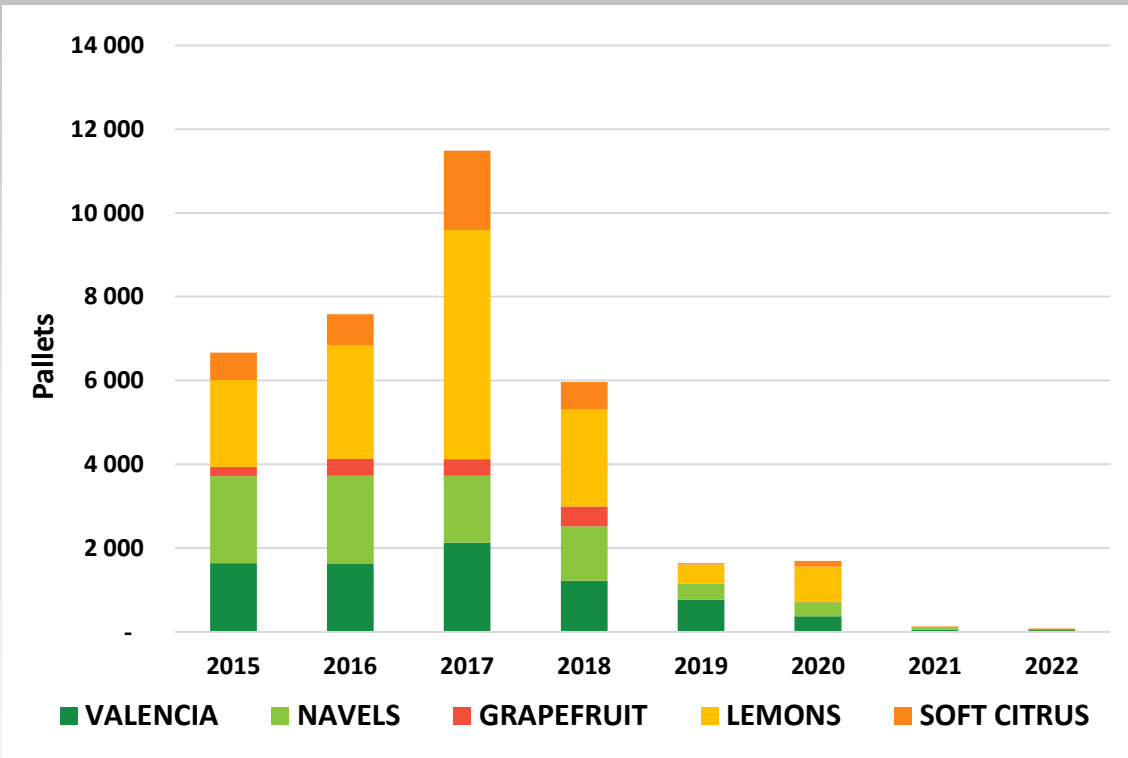


- Inclusion of other mandarins (2009)
- Revised cold treatment for all citrus types (2009)
- Inclusion of all navels (2009)
- **Pending completion of Avo access**

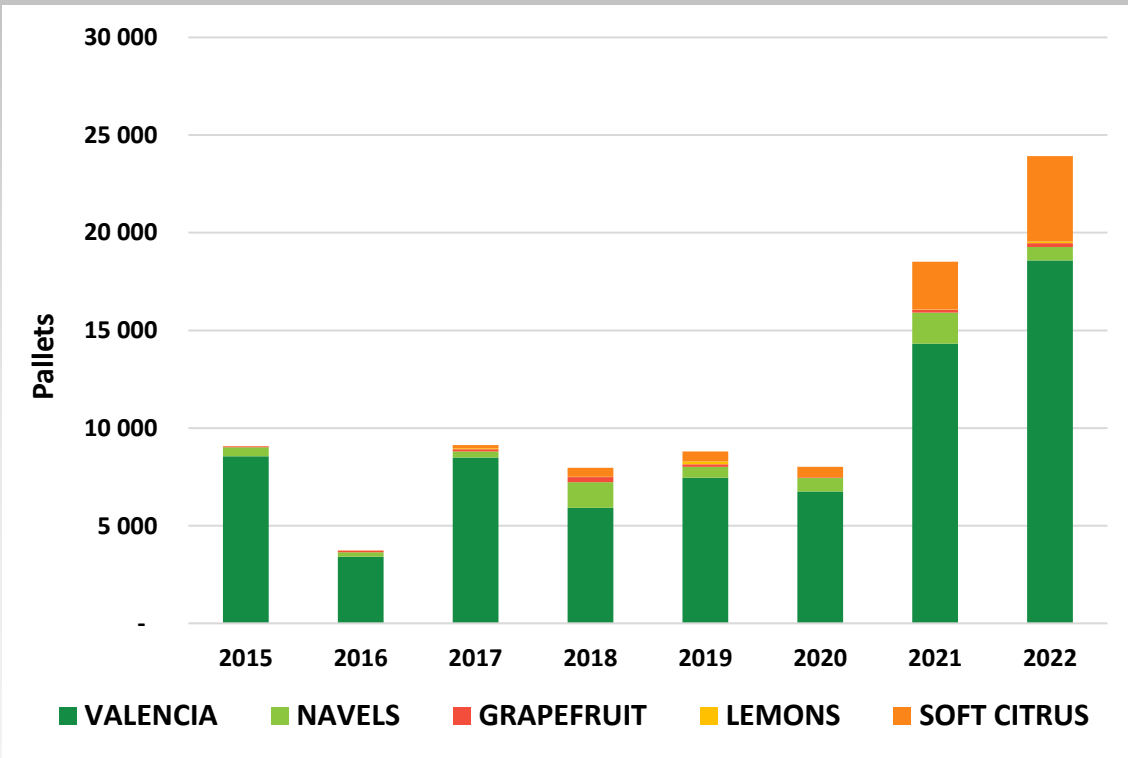


- Mealybugs

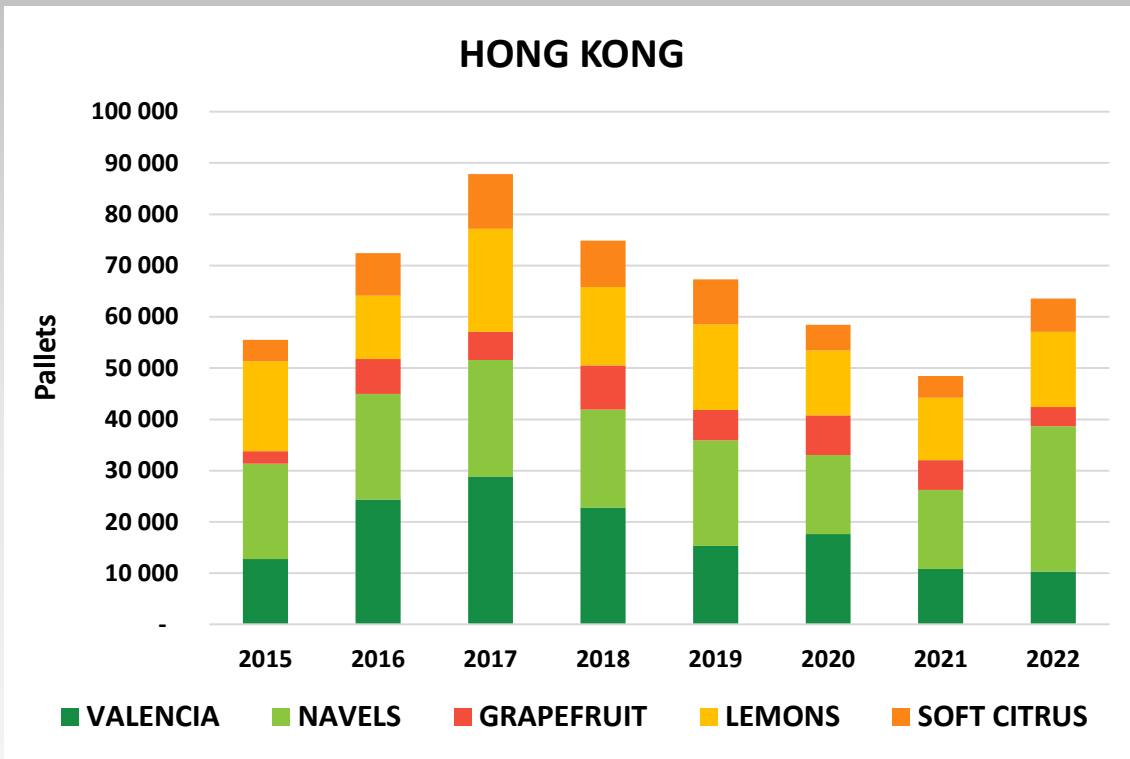


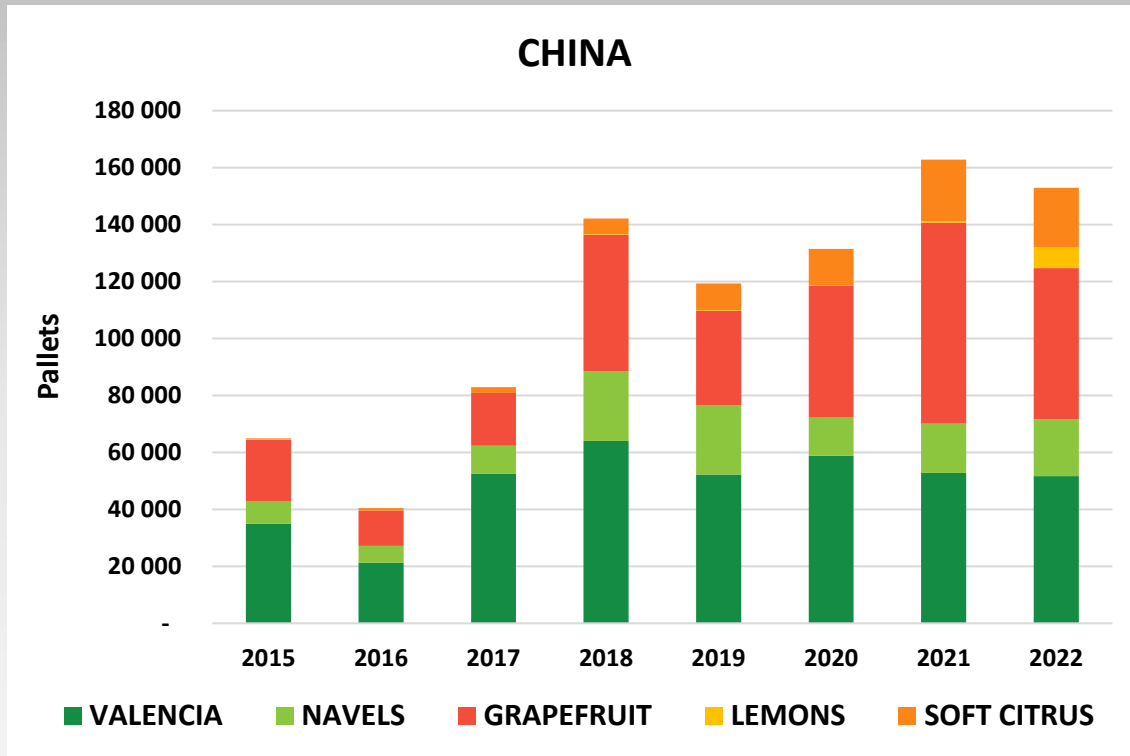


- 2022 Site Visit – oranges (2008)
- **Draft protocol issues (fruit fly species)**

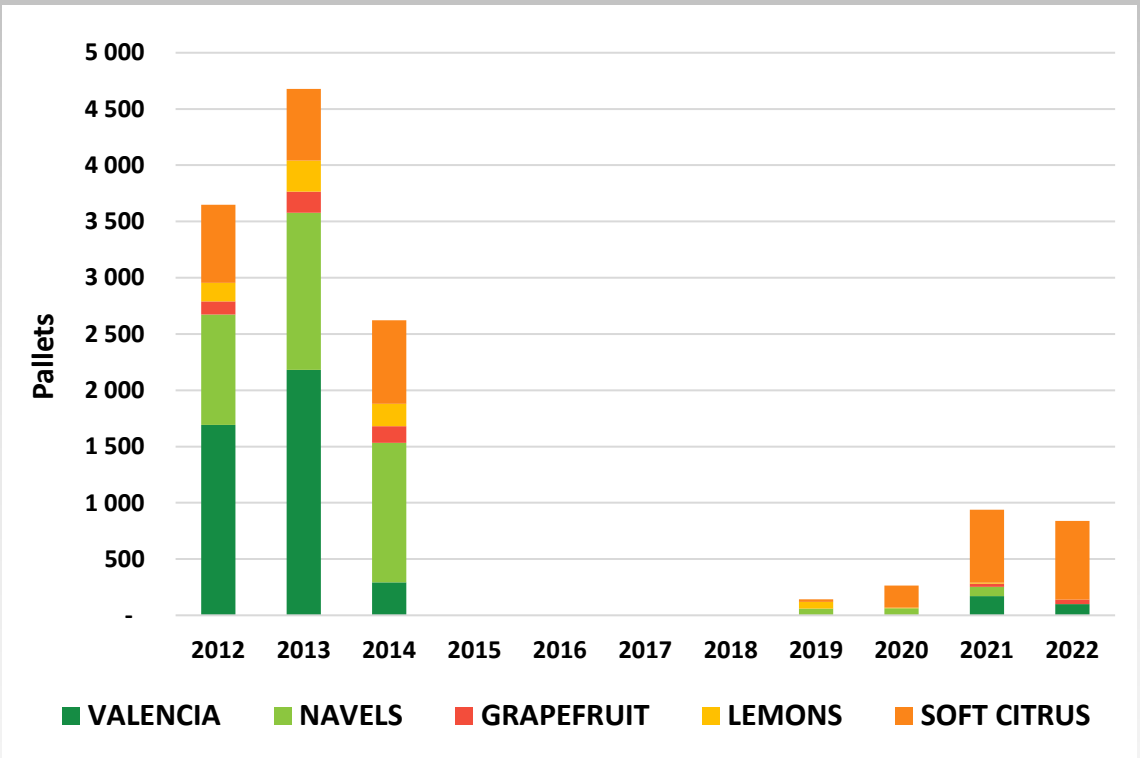


- 2022: Completed another in transit cold treatment trial (2017)
- Pending response from India

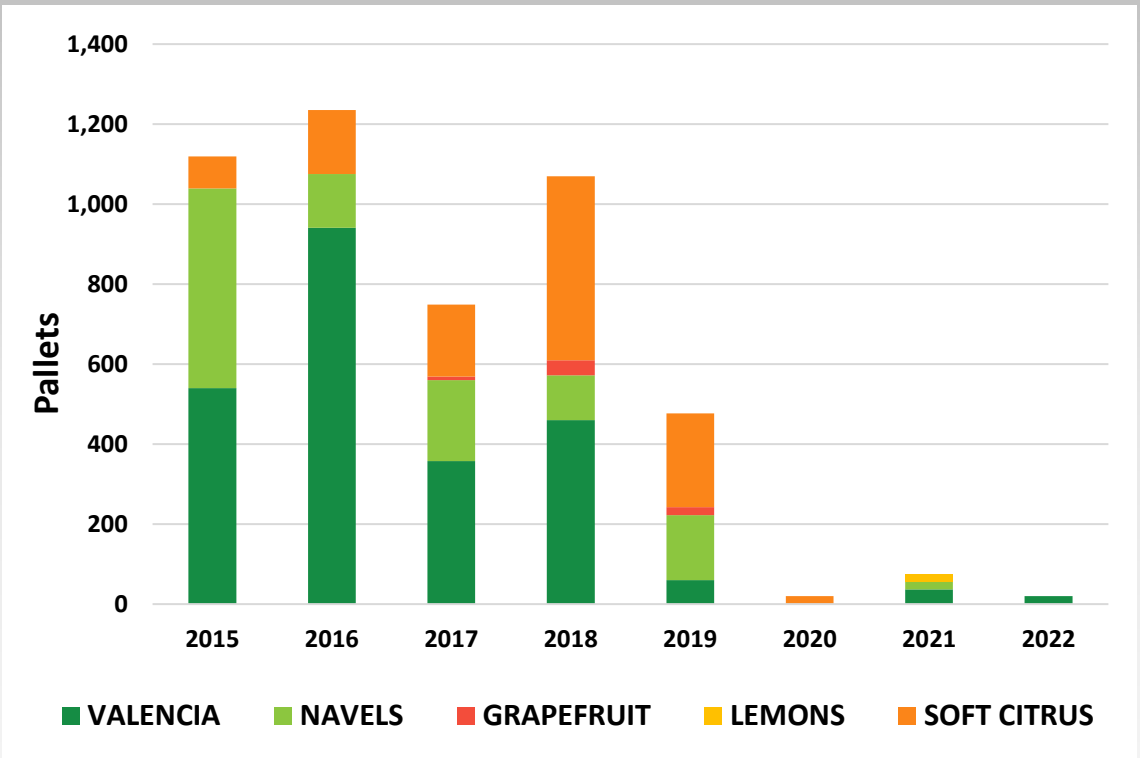




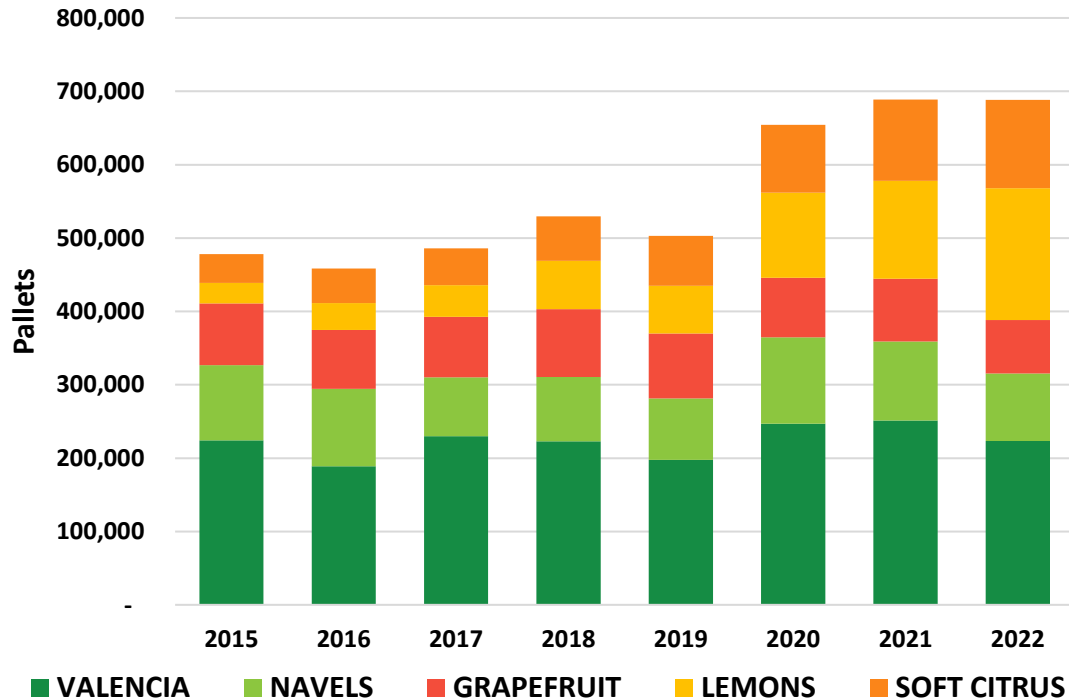
- Remote video inspections successful – continuation?
- **2021: New cold treatment for lemons (2015)**



- **2021: Access protocol (2009)**
- Import permit issues resolved



- (2021) Interpretation of the cold treatment
- Inclusion of better cold treatment options



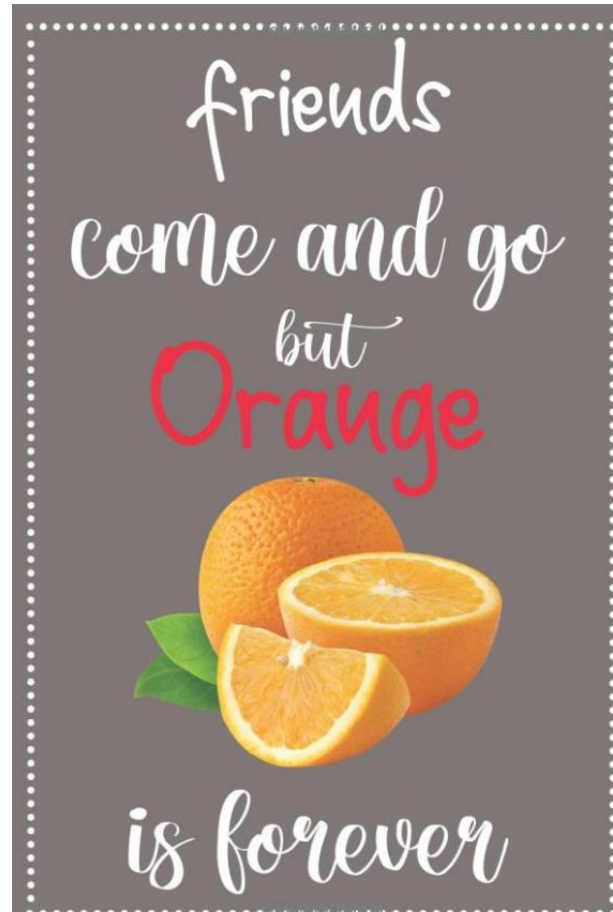
- Ongoing residue tolerances
- 2017 Introduced FCM Regulations
- 2020 new FF Regulations
- 2022 additional CBS Regulations
- 2022 FCM Regulations – oranges
- **2023 Comply with new FCM requirements for oranges – cooling!**

GRO requires joint efforts by industry stakeholders, researchers and government

- 🍊 Need appropriate research capacity & outputs
- 🍊 Need industry support structures to engage with: regulators, markets, press and politicians
- 🍊 Need fruit that complies with the phytosanitary regulations of the market you plan to export - growers
- 🍊 Need a partnership with Government

Each role player in the supply chain plays an important role in retaining market access – access is not a given

THANK YOU!
ALL THE BEST FOR 2023



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