

FROM THE DESK OF THE CEO (17/24)

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Justin Chadwick 26 April 2024



“The greatness of a man is not in how much wealth he acquires, but in his integrity and his ability to affect those around him positively” Bob Marley

CGA APP

Communication and information sharing are essential aspects of Vision 260, which aims to align all stakeholders. Currently, the CGA is in the process of upgrading its website to make it more effective and engaging. Additionally, the CGA app provides weekly statistics and important dates. It can be downloaded from the App Store by following the link below. If you need any assistance, please feel free to contact us at albert@cga.co.za

<https://play.google.com/store/apps/details?id=za.citrusgrowersassociation.cga>

WORLD CITRUS ORGANISATION

In October 2019 a group of passionate citrus industry promoters crowded into a small room at Fruit Attractions in Madrid to discuss the formation of a global citrus body. This led to the formal launch of the World Citrus Organisation (WCO) in February 2020 at Fruit Logistica in Berlin.

At this year's AGM of the WCO, a new leadership has been elected to replace myself and Jose Antonio Garcia as joint Chairmen. I take this opportunity to congratulate Sergio del Castillo (Peru) and Badr Bennis (Morocco) as the new co-chairs of the WCO and look forward to them continuing the journey. There is still much to be done. I do feel that Jose Antonio and I can look back with some pride on the journey so far:

- Growth in membership from the original 10 members to the current 41 members in four years, with representation from both the southern and northern hemispheres.
- Building a global networking and truly representative platform for exchange on matters of concern for the citrus industry.
- Launch of the members area in April 2023.
- Creating a common reporting format for citrus production and export data thanks to the cooperation of WCO members.
- Creation of an interactive database with production and trade forecast data.
- Exchange on global marketing initiative and interaction with stakeholders, PR and marketing firms to define a marketing campaign.
- Design and campaigning on the health benefits of citrus varieties.
- Commission of study on nutritional benefits of citrus varieties.
- Organisation of in-person events for citrus sector actors, including field trips, since the end of the pandemic – at least twice a year.
- Enabling exchanges between members on various topics.
- Liaising with media entities on events and relevant materials.
- Building presence on social media.
- Representation of the sector at various events.
- Setting up of global citrus conferences of its own and/or in collaboration with Fruitnet.

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