***FROM THE DESK OF THE CEO (2/21)***

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*Justin Chadwick 22 January 2021*

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| ***“The cyclone derives its powers from a calm centre. So does a person” Norman Vincent Peale*** |

**2021 – INTERNATIONAL YEAR OF FRUITS AND VEGETABLES**

The FAO have designated 2021 as the International Year of Fruits and Vegetables (IYFV). The IYFV 2021 is a unique opportunity to raise awareness on the important role of fruits and vegetables in human nutrition, food security and health and as in achieving UN Sustainable Development Goals. Given the immune boosting and healthy attributes of fruit and vegetables in combatting the Covid pandemic, this could not be better timed.

**HOLD TIGHT**

My son, a keen surfer, is waxing his board in eager anticipation of the probable big waves created by the storm surge expected from Cyclone Elouise. Citrus growers in the north of South Africa, Zimbabwe and eSwatini are less excited. While all are keen to get more water into their systems, the associated winds (up to 100 Km/hour) and the possibility of destructive downpours are of concern. Such high winds could cause considerable fruit drop as the fruit is still small. At present predictions, the cyclone eye will make landfall at Beira in Mozambique today (Friday 22), following a south westerly path over Beitbridge and Musina (Sunday 24). Some regions of Limpopo are expected to receive 200 mm of rainfall between Saturday (23/1) and Monday (25/1).

The NSRI has some good advice for those in the path of the cyclone: Make sure all gutters are clean; remove and stow all garden furniture, sun umbrellas etc.; park vehicles indoors, not under trees; close and secure all doors and windows; keep pets inside; keep emergency rations and torches, emergency medical kit, candles and water handy; do not travel unnecessarily.

If growers had one wish it would be that the rain falls in exactly the right places and without destruction – this is particularly true for those in Patensie where the Kouga dam stands at a mere 8.8%; and the Tzaneen dam catchment area where the dam is only at 21.7%. Other dams below 50% are Katrivier dam (48.9%) and Waterdown dam (19.2%) in the Eastern Cape Midlands and Kwena dam on the Crocodile river in Mpumalanga (28%). These dam levels were as recorded on 18/1/21.Earlier in the year, good rains in other parts of the country have kept dams relatively full.

**WEEKLY STATISTIC**

I love statistics and so decided to put out a statistic every week: it may just be one number or it may be more.



In December 2020 the Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE) presented information on US imports of fresh produce. This graph shows the considerable increase in imports of the so called “super foods” since 2015: with berries and avocado particularly impressive. There was also good growth for the lemon and grape sectors.

Other sectors were not as impressive.