

“People who think they know everything are a great annoyance to those of us who do” Isaac Asimov

TWITTER/X AND COMMUNICATION

Austin Johnson captured a great video of elephants looting a truck of oranges while the wheel of the truck was being fixed. This video went viral with 96 000 views on my Twitter/X (still getting used to this – I think Mr Musk’s advisors got the name change wrong) post (no longer a tweet). The video was shot on the farm of Ryno Gouws on the South African side of the Limpopo river.

Video’s like this are a great way for us to highlight the importance of the citrus industry in southern Africa, and some of the unique hassles faced by industry role-players. If you have any similar videos or photos to share of wildlife interacting with industry, please send through to me (I will give appropriate recognition).

If you want to see the video you will have to follow me on Twitter (or X).

Communication is such an important part of CGA’s work – and we strive to ensure that all members are receiving the material prepared by the Association. Apart from this newsletter and my personal Twitter/X account (@justchad_cga), there are a few other channels used by the CGA Group - @CitrusGrowersSA, @CitrusResources, @CitrusSummit, @CitrusAcademy1. In addition, there is a social media presence on Instagram, LinkedIn and Facebook.

CGA send e-mails to growers and stakeholders through our Communication Tool bulk e-mailing platform.

The premier event every two years is the CGA Citrus Summit, with alternate years featuring the CGA Grower Roadshows. The CRI alternates with the Summit in presenting the CRI Research Symposium (and their CRI workshops take place during the year).

In 2023 the CGA and Fresh Produce Exporters Forum (FPEF) trialed shorter, monthly CMF meetings, in addition to the opening and closing CMF’s. These have proved extremely popular.

CGA is a shareholder of the SA Fruit Journal with staff contributing articles of interest to this bi-monthly publication.

The CGA website (www.cga.co.za) is kept up to date, and is now being linked to the CGA App. After some teething problems the App has been reconfigured so that it is open to all stakeholders. Recently real time packed data sharing was trialed with the variety focus group members and will be rolled out before next season.

CGA continues to use the services of Resolve Communication to assist with media releases and media engagements, ensuring that industry issues are properly communicated in the right channels.

PACKED AND SHIPPED

On Tuesday this week, the Orange Focus Group (OFG) had a meeting and predicted a further reduction in the Valencia projection. Currently the projection is **48.4 m** which is 1 m decline from last week’s 49.4m, and a massive 6 million cartons off the original estimate. The OFG also mentioned that the packing season will come to an end earlier than the previous years, and the late Valencia varieties’ fruit size is smaller than the earlier Valencia varieties.

At this stage both mandarins and grapefruit are predicting slight increases over the original estimate, while the other three sectors are predicting decreases.

End of Week 34 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AGRIHUB	2021	2022	2023	2022	2023	2023	2023	2022
Grapefruit	19.9 m	16.2 m	14.2 m	14.2 m	12.9 m	14.4 m	14.5 m	16.7 m
Mandarins	27.3 m	28.6 m	34.3 m	25.9 m	31.2 m	34.1 m	34.5 m	31.8 m
Lemons	29.1 m	33.4 m	34.7 m	31.8 m	34.5 m	37.3 m	35.5 m	34.7 m
Navels	25.7 m	25.4 m	24.0 m	24.0 m	22.0 m	25.3 m	24.3 m	27.8 m
Valencia	35.1 m	34.9 m	38.0 m	24.8 m	26.5 m	54.5 m	48.4 m	53.8 m
Total	137.1m	138.5m	145.2m	120.7 m	127.1 m	165.6 m	157.2 m	164.8 m