

**“Ability is nothing without opportunity.” Napoleon Bonaparte**

**CGA TRANSFORMATION STRATEGY: UPDATE**

The CGA is currently updating its Transformation Strategy, a process that was initiated at the CGA Transformation Indaba in June. The new draft strategy rests on the creation of black economic advancement opportunities that will deliver lasting results. This could be for a business owner (employer), leader (within the business or in the sector) or employee. The primary emphasis is at the production stage of the supply chain. Helping black-owned farms develop into profitable enterprises is a core focus, but the new approach also accounts for the many transformation projects developed in partnerships. These partnerships are already contributing significantly to the transformation of the sector but are under-reported on. The draft strategy looks at how existing businesses can be supported to start their own transformation story. The new strategy promotes an integrated support system through which the CGA group of companies work closer together to offer services and create an environment for businesses to be more effective in addressing their key challenges. Plans will be outlined in the strategy that build on the good work already being done in the two main implementing arms of the CGA, namely the Citrus Grower Development Company and the Citrus Academy. The draft strategy also takes into account the Agro-processing and Agriculture Master Plan (AAMP). It is expected that the new CGA Transformation Strategy will be finalised by the end of the year – with all internal parties contributing to it finalization.

**UPCOMING VISIT TO THAILAND, PHILIPPINES, SOUTH KOREA AND JAPAN**

Paul Hardman will be part of a Fruit South Africa delegation visiting these four key markets in Asia over the next two weeks. Improvements in the conditions of market access requirements will boost exports to Thailand, South Korea and Japan. The purpose of the trip is to advance the market access applications already in front of officials in these countries. Growers are expected to continue to benefit from the opportunities presented by the Philippines market that was opened in recent years – where there is a steady trend of increasing volumes. The CGA will also visit the Agrilink Trade Show in Manila. Asia is seen as a key region that could receive growing volumes of southern African citrus. This trip follows the visit by Justin Chadwick to China earlier in September and CGA’s participation in Asia Fruit Logistica, also in September. The chance to engage with staff at South African embassies will be welcomed. These representatives are the face of South African and our sector, and their familiarity with the concerns and hopes of the citrus industry will be much appreciated.

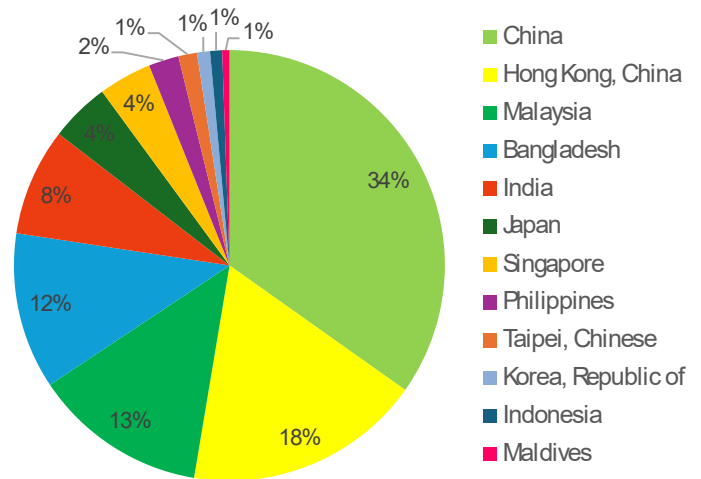


Figure 1 Citrus Exports to Asia in 2023

**PACKED AND SHIPPED**

End of Week 38 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Vision 260
SOURCE: PPECB/AGRIHUB	2022	2023	2024	2023	2024	2024	2024	2023	2024
Grapefruit	17.8 m	14.6 m	14.4 m*	13.7 m	14 m	16.8 m	14.5 m*	14.7 m	16.2 m
Mandarins	33.9 m	38 m	41.5 m	37 m	40.4 m	43 m	41.7 m	38.0 m	39.6 m
Lemons	37.3 m	35.6 m	34.7 m	35.4 m	33.7 m	37.9 m	34.8 m	35.6 m	39 m
Navels	29.8 m	24.8 m	25.1 m	24.6 m	23.9 m	25.7 m	25.1 m	24.8 m	22.3 m
Valencia	54.6 m	51.2 m	47.1 m	45.2 m	43.8 m	58.3 m	48.7 m	52.0 m	55.4 m
<b>Total</b>	<b>173.4 m</b>	<b>164.2 m</b>	<b>162.8 m</b>	<b>155.9 m</b>	<b>155.8 m</b>	<b>181.7m</b>	<b>164.8 m</b>	<b>165.1 m</b>	<b>172.5 m</b>

\* An adjustment was made to the grapefruit packed figures as part of a clerical correction.