## FROM THE DESK OF THE CEO (45/24)

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#### **SUNDAYS RIVER CITRUS COMPANY (SRCC) TURNS 100**

The seventeen citrus growers who hatched the plan in 1924 to form what has now become the SRCC could not have foreseen the success of this organisation some 100 years later. Paul Marais took the guests who had gathered in Addo recently to celebrate this milestone through a fascinating "iconographic" (I googled "pictorial" and this seemed like such an appropriate word to use!) journey from the first day that the SRCC was contemplated, through to today. The fact that so many photographs of those early days still exist, bears testament to a group that are proud of their heritage. That so many growers have voluntarily stuck together for so long means that the SRCC has added value to their business year ... after year... after year ... for 100 years. Such grower unity is remarkable. And the SRCC have not only unified growers in the Sundays River Valley, their leadership and example are also a guiding light in the unity that binds growers in the southern African region – one of the reasons that the southern African citrus industry continues to grow and prosper. The history of the SRCC shows that things have not always been easy. The Great Depression starting in 1929 brought most economic activity to a halt, while the Second World War meant five years of zero packing. The citrus industry has different challenges in the 2000's, but like their forefathers the SRCC will face up to them and will deliver the value that members require. It was also fascinating to see the technological development, from early packhouses to state of the art facilities today – even a devastating fire could not stop this progress.

Great businesses have great leaders and the SRCC Board and management have ensured that the company sees the bigger picture and understands that it does not exist in isolation of the community within which it functions. The SRCC empowerment projects and community involvement are an example to the agricultural sector. This vision and foresight is due to strong leaders and the present Board [Paul Marais (Chairman), Louis Rossouw, Bob Maske, Johan Malan Dunn, Charl Tibshraeny, Andre Potgieter, Lourens Muller, Ian Beukes, Andries Meiring, Juliette du Preez, Ettiene Greef and Hannes de Waal] can be proud of their work.

Hannes de Waal has also dedicated his time to the CGA, as Chairman he was active in all the affairs of the CGA, even during his health challenges he was always available for sage advice. Charlie Miller served for six years on the CGA Board, representing his constituency and giving guidance to the CGA.

The organising committee (lead by Leandre Jooste) made sure that guests celebrated the 100 year milestone in style – 1920's style. The décor was amazing, the food was excellent, the drinks really flowed and the music was brilliant.

Congratulations on achieving this remarkable milestone and may the SRCC and its members thrive in the future.

# **CGA CITRUS SUMMIT: PRE-SUMMIT TOUR**

For those attending the CGA Citrus Summit in Gqeberha (Port Elizabeth) this is an opportunity to learn a bit more about the citrus industry in the Eastern Cape. Thank you to SAFRESCO who have sponsored the Tour, and to River Bioscience who will host the event. The tour will take place on Monday the 10<sup>th</sup> and Tuesday the 11<sup>th</sup> of March 2025 in the Eastern Cape.

The tour will included the Ngqura Container Terminal and Cold Store, Citrus Foundation Block, Citrus Evaluations by CGA Cultivar Company, a Processing Plant, the SAFRESCO Riverbend Farm, a Transformation Project and the River Bioscience Facility in Port Elizabeth. More detail is available on the website (see below).

Booking are now open on the CGA Summit page - <a href="https://cgasummit.co.za/registrations/">https://cgasummit.co.za/registrations/</a>

#### **PACKED AND SHIPPED**

This will be the last table for 2024 as volumes remain the same as last week - roll on the 2025 season!

End of Week 44	Packed	Packed	Packed	Shipped	Shipped	Original	Latest	Final	Vision
Million 15 Kg Cartons						Estimate	Prediction	Packed	260
SOURCE: PPECB/AGRIHUB	2022	2023	2024	2023	2024	2024	2024	2023	2024
Grapefruit	17.8 m	14.7 m	14.4 m	13.9 m	14.1 m	16.8 m	14.4 m	14.7 m	16.2 m
Mandarins	34.2 m	38 m	41.6 m	37.8 m	41.2 m	43 m	41.6 m	38.0 m	39.6 m
Lemons	37.6 m	35.6 m	34.7 m	35.5 m	34.5 m	37.9 m	34.7 m	35.6 m	39 m
Navels	30.1 m	24.8 m	25.1 m	24.6 m	24.7 m	25.7 m	25.1 m	24.8 m	22.3 m
Valencia	57 m	52 m	48.7 m	50.1 m	48.2 m	58.3 m	48.7 m	52.0 m	55.4 m
Total	176.6 m	165.1 m	164.5 m	161.9 m	162.7 m	181.7m	164.5 m	165.1 m	172.5 m