

FROM THE DESK OF THE CEO (50/24)

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Justin Chadwick 13 December 2024

“Educating the mind without educating the heart is no education at all” Aristotle



CGA CITRUS SUMMIT

With many already on holiday, and some starting to look at 2025 diaries, it is appropriate to send a reminder of the CGA Citrus Summit taking place from 11 to 13 March 2025 in Gqeberha (Port Elizabeth) at the Boardwalk Hotel and Conference Centre.

The theme of the Summit (once again sponsored by Standard Bank) builds on the opening remarks by Minister Thoko Didiza at the 2023 Summit: “Tough times don’t last, tough people do”. This theme of resilience runs through the program. The Summit begins with a **Welcome Function** on Tuesday evening 11/3/25 (sponsored by Villa) which is a great opportunity to unwind and meet fellow delegates. Presentations kick off on Wednesday 12/3/25 with the welcome by CGA Chairman **Gerrit van der Merwe**, followed by a keynote address by **Minister John Steenhuisen**.

Wandile Sihlobo will then guide us through the program. **Frans Cronje**, a leading political commentator, will unpack the first 300 days of the Government of National Unity and the prospects for the future governance of South Africa. This will be followed by leading economic commentator **Dawie Roodt**, who will take a look at both local and global economic conditions. Lunch will then be taken (sponsored by Bayer).

With politics and economics out of the way, we will start to explore some of the levers impacting the southern African citrus region – with **Marcos Neves** from Brazil helping to understand the juice dynamic and providing some perspective on where the Brazilian citrus industry is heading and what the processing world will look like going forward. Since **climate** was a big factor in the huge drop in Brazilian orange production and severe weather is also impacting southern African production, a climate expert (still to be announced) will take a closer look at this phenomenon.

We will then turn to the markets – with over 70% of southern African citrus exported and 95% of revenue earned from these exports, it is important to understand what is happening globally. **Tony Lee** will take a look at the Chinese market, while CGA representatives **Nick Gutierrez** (USA), **Mikhail Fateev** (Russia), **Rocco Renaldi** (EU), and **Sachin Khurana** (India) will provide further insights. With the anticipated growth in citrus exports from the region over the next ten years, a lot of debate has ensued as to how to raise awareness and stimulate interest in southern African citrus. The grapefruit growers have researched some ideas which will be unpacked by **Nicci Stewart**. Inclusivity and the support for and development of new entrants is a key industry focus. Delegates will be exposed to some transformation success stories, as a panel unpacks their own experiences, challenges and opportunities.

The final presentation for the day encapsulates true toughness – **Brett Archibald** will relive his over 28 hours drifting in the Mentawai Straits in the Indian Ocean. This session is sponsored by Citrogold. After this full program, delegates can attend the **Gala dinner** (sponsored by Wonderful Citrus) where the Citrus Legends will be honoured and meaningful conversations (assisted by wine sponsored by IMS Holdings) will no doubt follow.

Day two starts with a bang as **CJ Stander**, legendary rugby hero, shares his experiences as one of the world’s toughest number eights. We will then come down to earth with a look at global citrus trends from **Eric Imbert** (CIRAD) and a look at the local industry by **Tracy Davids** (BFAP). **Ian Hatton** will then share his thoughts on how to survive, revive and thrive through difficult times. This session is sponsored by Mpact.

We move to logistics as **Michelle Phillips** (Group CEO of Transnet) brings us up to date with the recovery plan for rail and ports. The final presentation will be from **Thomas Eskesen**, who will cover the shipping environment. This session is sponsored by Maersk.

TotalEnergies, Granor Passi, Bronpro, Magalies Citrus, Onderberg, Venco and Letaba have made it possible to bring in international speakers. Capespan have supplied amazing Summit bags, Jansen PMP have a gift for delegates, while Clemengold, Agrimark, PPECB, and SSK have made it possible for the next generation of citrus leaders to attend, and SAFPRO, Agrimark, Control Union, and AgrigateOne have sponsored new entrants attendance. Other sponsors with bag inserts and advertisements appear in the delegates handbook. There are still some advertising opportunities available – contact tanya@cga.co.za. For those who can get to the Eastern Cape before the Summit begins, the team at River Bioscience have put together an amazing **pre-Summit tour** (sponsored by SAFRESCO).

All information and a registration link can be found at <https://cgasummit.co.za/registrations/>

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' OF SOUTHERN AFRICA