

# Citrus Transformation News

For the CGA Grower Development Company

Edition 1 | November 2017



## Editor's note



Welcome to the first edition of *Citrus Transformation News*, our quarterly growers' newsletter.

This newsletter aims to improve our communication with you – the grower and stakeholder – and to give you a glimpse into the transformation efforts of the Citrus Growers' Association Development Company (CGA-GDC). And as the strongest driver of transformation and enterprise development in the agricultural sector, our industry looks forward to sharing some of your wins as they unfold around the country.

The CGA-GDC's primary goal is to continue to establish and support our black growers, sustainably and profitably, with market linkages; and to ensure food security, growth and wealth creation. But this can only be achieved through regular communication between us.

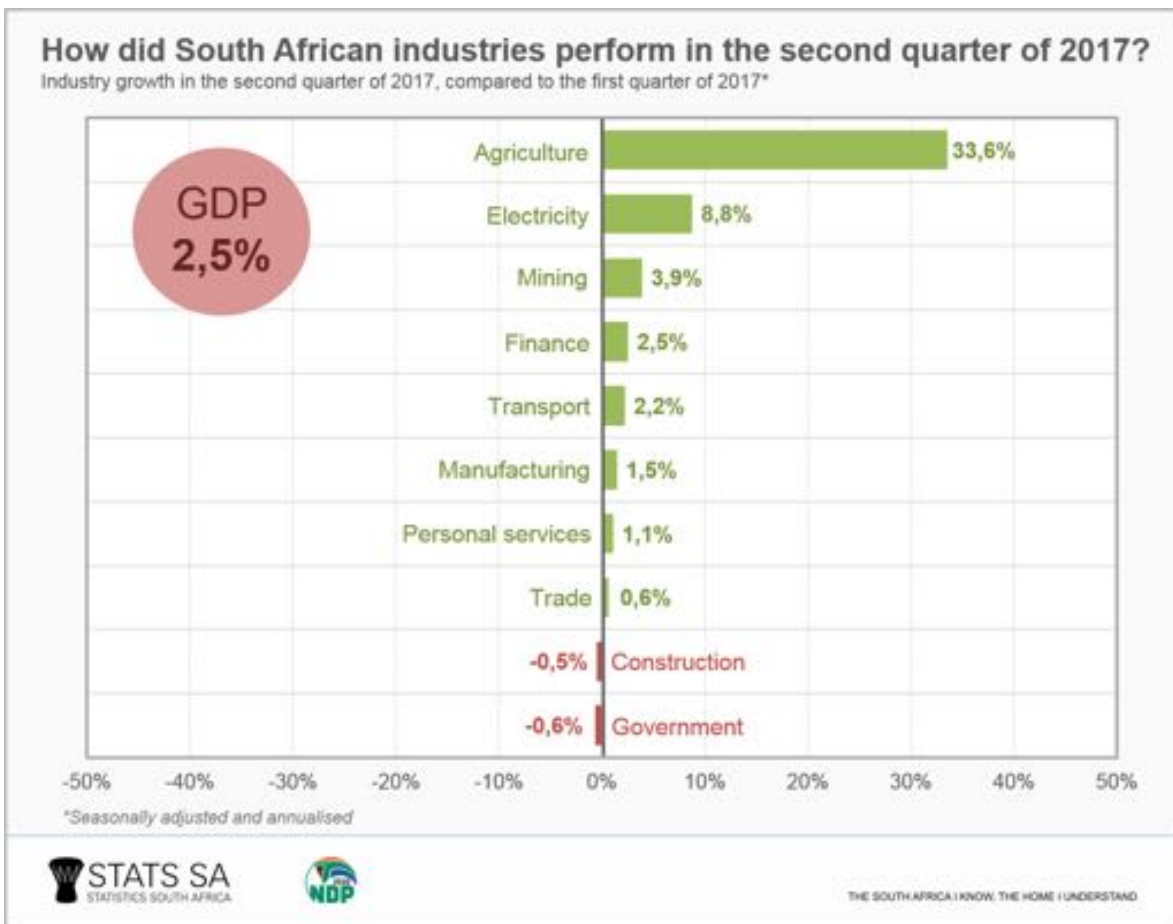
Since its launch in 2016, we've focussed on implementing our strategy to expand the emerging grower component of the CGA; meeting face-to-face with some of you; and updating you with the latest market and industry information, to enable you to navigate the industry confidently. This is especially true when it comes to the competitive international market of exports – where most of the citrus industry's turnover is generated.

A number of activities have taken place in the past 18 months, from business management and technical support to facilitating access to finance and grants. These are opportunities for us to engage with you more often, to help you overcome challenges and – importantly – to celebrate your victories.

Our farm visits that we run in collaboration with DAFF, also allow for one-on-one discussions with you on what's going well and what isn't. The recent ones presented an opportunity for us to update the situational analyses conducted in 2013, which is critical to the CGA-GDC strategy and national citrus development plan.

In our next edition we'll share excerpts from our discussions with some of the growers we've visited, and an update of future plans. None of which we could achieve, if it wasn't for your ongoing support.

Agriculture is a big player in our economy. In fact, this very sector was the champion that helped pull SA out of a technical recession in Q2 this year, resulting in 2,5% GDP growth (see illustration below). The sector itself grew by 33% during the same period. You, as citrus growers – all 123 of you – form a critical part of maintaining this level of economic relevance for agriculture.



So, let us know what you think – about where/ how the CGA-GDC could improve, what your concerns are, or simply to tell us what we're doing well.

*Lukhanya*

## The CGA-GDC in numbers

### Number of black growers per province:

Province	Enterprises	Citrus Planting	Average Enterprise Size
KwaZulu-Natal	17	1 337ha	79ha
Eastern Cape	36	1 927ha	54ha
Limpopo Province	44	2 385ha	54ha
Mpumalanga	11	749ha	68ha
Gauteng / North-West	5	130ha	26ha
Western Cape	7	216ha	31ha
Northern Cape	3	577ha	192ha
<b>Total</b>	<b>123</b>	<b>7 320ha</b>	

Citrus exports increased with more than 100 000 from 2 221 561 cartons in the 2015 season, to 2 336 335 in 2016.

## Business Management Support

### **Business plans:**

Diverting the attention to our black citrus producers, business management support for this sector of our citrus family is critical for navigation of the commercialisation journey. An important element of the process is teaching our growers aptitude with drawing up bankable business plans, which enables their enterprises to be run with fitting business savvy. We focus on farms that have no business plan, as well as those that have expanded. It's an ongoing process that remains high on our radar.

### **Sustainability Initiative of South Africa (SIZA):**



Citrus is an export-oriented industry, therefore our growers need to have capacity to thrive in the export market. The Sustainability Initiative for South

Africa (SIZA) provides a platform for agricultural stakeholders to ensure ethical and environmentally sustainable trade; and its online platform monitors care for the environment and compliance with labour legislation. The program incorporates farm audits, training, workshops, and general assistance to ensure compliance amongst our growers.

### ***Training through ABSA:***

ABSA provided grant funding that partially funded SIZA accreditation for all of the CGA-GDC's exporting growers. Approximately 50 of our development growers have been trained on SIZA, and of these about 14 growers are currently on the online platform. We look forward to increasing this number significantly, as compliance increases amongst our growers with regard to export standards for quality, food safety and ethical labour practices. This will make for increased profits and sustainable business for our growers.

### ***Ethical trade facilitation:***

The Ethics Leadership Institute (ELI) has been charged with rolling out SIZA's Ethical Trade Facilitator program, while the CGA-GDC provides business support management to emerging growers. Training with the ELI kicked off in February this year and has the most stringent qualifying criteria that, and SIZA members are rated against these risk categories. They then make their way through the ranks with audits reducing as they go.



**Pictured:** Joseph Hlongo, co-op citrus farmer. He's enrolled in SIZA's ethical trade facilitator programme.



**Pictured:** Yolanda Ntlakaza, CGA-GDC business support manager, who helps cement sustainable profitable growth for black citrus growers.



SIZA requires that farmers provide working conditions that are healthy and safe for their workers.



Grapefruit like these that are not suitable for export are sold locally, at a much lower profit.

**Partnerships with the government:**

To ensure that there is significant participation of black citrus producers in the country, the CGA-GDC has established strategic partnerships with provincial government departments. This is critical for sustaining an industry that creates 100 000 jobs overall, and for the achievement of the NDP goals.

The citrus industry is quite labour-intensive, with every hectare of expansion valued as a step towards achieving industry goals. This was the motivation for the Eastern Cape provincial department of agriculture to commit funds to expand the area under citrus by 50 ha in the first year. They've signed a 5-year MoU, appointing the CGA-GDC as implementation agent for this initiative, which includes sponsored fertilizers and pesticides for application. Here are some pictures to illustrate how this local government is putting its money where its mouth is.



## Technical support and extension

### Information Days:

These events serve to engage with our growers, providing important industry updates.

We held three information days during Q2 in the Eastern Cape, KZN and the North West provinces.

### Eastern Cape province:

The Willowtree farm in Addo was the venue for our Eastern Cape event held on 28 September 2017. A total of 74 people attended the event, with sponsorships varying from soft drinks and bottled water by River Bioscience, and lunch by the --GDC, while Dow Agro Sciences and Felco supplied caps and wool beanies, respectively.

Topics of discussion included:

- Irrigation Scheduling by Graham Derlmer (EPI Irrigation C Humkoop)
- FCM Control by Wayne Kirkman (CRI)
- Spring Pest Complex Control by Wayne Kirkman (CRI)
- CBS Control by André Combrink (SRCC)
- Excessive fruit drop in the Sundays River by Joubert F (Humkoop)
- BEE Bursary Support by Candice Sydenham (CA)
- River Bioscience products by Keith Danckwert (River Bioscience)
- Cultivars by Jonathan Roberts (CGA-GDC)
- Update on CGA-GDC & Operation Phakisa by Lukhanyo (CGA-GDC)
- Message of Support by DRDAR
- Closing Remarks by Eric Nohamba (Farmer & CGA Board member)



## **KZN:**

In KZN a total of 53 people attended on 20 July 2017, and sponsorships included lunch by the CGA-GDC, bottled water and soft drinks by Okapi, and caps by Nkwaleni Coastal.

Discussions centred around:

- Brown rot control
- Fertilization of citrus; and Oriental Fruit Fly by Melton Mulaudzi
- Relationship of farmers and exporters by Johannes Brand (FPEF)
- Small Enterprise Development
- BEE Bursary Support by Jacomien de Klerk (Citrus Academy)
- Update on CGA-GDC by Yolanda (CGA-GDC)



## **North West province:**

In North West, our event took place on 28 September 2017 at the Healthy Life for Achievers' farm in Moinooi, with 86 people in attendance. Lunch was sponsored by the North West Province Department of Rural Development and Land Reform.

The following topics were discussed:

- Overview of emerging growers by Louisa Maloka Mogotsi
- Skills and Bursaries by Jacomien de Klerk (Citrus Academy)
- Relationship between farmers and exporters by Johannes Brand (FPEF)
- Read Programmes by M.B. Mogotsi
- Land Acquisition & Allocation by Thabiso Sepopetji
- Chameleon Project by Andrew Mbedzi
- Marketing of Citrus by Jenny Bailey
- Fire Protection Associations by Karabo Raphasha



## **Farm visits:**

Our farm visits are critical to the success of our situational analyses. During September we visited farms in the Western Cape, Eastern Cape, North West, Limpopo and Mpumalanga provinces.

In the Eastern Cape our visits included the Amathole and Kat River districts, Peddie, Sarah Baartman, and Petensie.

The Western Cape visits included Zandberg Landgoed, Fruitfield, ALG, Heidedal, Manenberg, Mouton, Boontjies River, and Goedehoop citrus farms.

In the North West the visit included Healthy Life for Achievers farm, Zoutpansdrift farm, Elandskraal farm and Batlhokotemo Services.

In Limpopo we visited Easy farm, Nzhelele Valley Initiatives, Sibonelo Pty. Ltd., Bennde Mutale, Musunda Farm, Makonde Farm, Art Farm and Eddywills (Netshandama) Farm.

In Mpumalanga the visit included Thekwane Farm, Setama Impilo (Mpho Trust) and Cairns Lemon Farm.

## **Study groups**

Six citrus study groups were held during Q2 at Vhembe, Waterberg (with two sessions), Mopani all in the Limpopo province; KAT River valley in the Eastern Cape province and Bojanala Platinum in the North West province.

**Vhembe Citrus Study Group** was held on 20 July 2017 at Beaufort Farm in Levubu. A total of 36 people attended the study group, and lunch was funded by the CGA-GDC.

The following topics were discussed:

- Pruning
- Fertilization
- Irrigation
- Greening Disease

**Waterberg Citrus Study Group** had two separate sessions:

*18 May 2017:-*

Bathokoa Farm in Mokopane was the venue that housed the 24 attendees.

Lunch was funded by the CGA-GDC, and the following topics were discussed:

- Soil and Leaf Samples and Analysis
- Fertilization Programme for Citrus
- Report Back from CGA Summit and Chamber
- SIZA Accreditation Programme (ABSA)

*24 August 2017:-*

This session was held at Suggest Farm, with 30 people in attendance, and lunch funded by the CGA-GDC.

The following topics were discussed:

- Feedback from Chamber
- Spring pest complex
- Irrigation Management
- Challenges faced by the farmers
- Farm tour

**Mopani Citrus Study Group** was held on 26 July 2017 at the Rest Camp in Hoedspruit Maruleng, with the CGA-GDC sponsoring lunch for the 31 attendees.

The following topics were discussed:

- Importance of Fertilization
- Timing of Fertilization
- Irrigation of Citrus

**KAT River Citrus Study Group** was held on 22 August 2017 with 14 people in attendance. Lunch was sponsored by the CGA-GDC, and the following topics were discussed:

- Root Health
- Spring Pests Complex
- Fruit Fly Control

**Bojanala Citrus Study Group** took place on the 21 September 2017, with 14 attendees. The CGA-GDC sponsored lunch.

These topics were discussed:

- Citrus Cultivar Selection
- Chameleon (irrigation scheduling)
- Topics for the Information Day

### **Assessment of new farms:**

Two farming areas were visited and assessed for the suitability of planting citrus.

**Maako Cooperatives** is situated at Kwamuhlanga in the Mpumalanga province, 60km outside Pretoria - an area well suited for cultivating citrus trees. The cooperative plans to plant 1000 lemon trees, and was assisted with pegging and preparation of planting procedures. Assessments took place on 6 July and 25 August 2017.

**Seymour area** is situated in the Eastern Cape province and was visited on 7 August 2017. Frost makes the area unsuitable for citrus cultivation.

## **Celebrating good news**

### **Sun Orange Citrus Farm:**



**Pictured are:** Minister Gugile Nkwinti (right), with Nomakula Mbabani, one of the beneficiaries of the 50/50 land reform initiative.

On 6 October, Minister for Rural Development and Land Reform, Gugile Nkwinti officially launched a project marking government's latest 50/50 land reform initiative, at the Sun Orange Citrus Farm in the Addo region.

Farm workers now own 50% of the farm, through the Farm Workers Trust, while the management structure owns 40% and the IDC retains 10%.

The Minister lauded the initiative as a prime example of what could be achieved when farm workers and commercial farmers join hands and develop together.

Sun Orange also houses a clinic and contributes to the development of local hospitals, schools and crèches.

## Leading women:



In July, the CGA-GDC appointed Mathapelo Mello as Financial Manager. Mello, a B Comm graduate, is skilled in financial accounting, financial management, external auditing, and International Financial Reporting Standards (IFRS).

She also holds a postgraduate diploma in Accounting Science from the University of South Africa.

We celebrate her appointment, and look forward welcoming more women to the fold.

## Female Entrepreneur of the Year Award 2017:



Smangele Gumede won the provincial Female Entrepreneur of the Year 2017 award, for which she was featured in the *Isolezwe*, in August.

Congratulations, once again Smangele, we hope you inspire many of our dynamic women to keep shooting for the stars.

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