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| |  | | --- | | CGA_Eng_Fax_logo_72  ***FROM THE DESK OF THE CEO (14/18)***  **(Follow me on Twitter justchad\_cga)**  *Justin Chadwick 6 April 2018* | |  |   ***“We are living in a culture entirely hypnotized by the illusion of time, in which the so-called present moment is felt as nothing but an infinitesimal hairline between a causative past and an absorbingly important future. We have no present. Our consciousness is almost completely preoccupied with memory and expectation. We do not realise that there never was, is, nor will be any other experience than present experience. We are therefore out of touch with reality”***  ***Alan Watts***  **CHANGES AT CGA MANAGEMENT OF JAPAN AND SOUTH KOREA EXPORT PROGRAMMES**  After many years of administering the Japan and South Korea export programmes, Paul Hardman has been replaced by Mitchell Brooke. The restructure is to allow Paul more time to concentrate on implementation of Phytclean and the FCM Management System (FMS) – and on his consumer assurance portfolio. In terms of operations, there are no changes with Faisal Asmal and Rauff Dawood continuing their excellent service at the port. Both Faisal and Rauff have served citrus growers for over ten years – thanks for your dedication to the job of making citrus flow to these markets. I would like to thank Paul for his commitment to the smooth running of the programme in the past and the improvements that he has introduced.  Mitchell has sent out a reminder to all those exporters wanting to export to Japan or South Korea to send in their estimates – failure to do so will result in consignments not being inspected at the port. In his call for estimates Mitchell reminds exporters *Please also be aware and careful to ensure that estimates are not duplicated, for example the producer also sends in an estimate leading to the double counting of those cartons. At the time of inspection it is the name of the exporter on the inspection documentation that will be responsible for that fruit, which should be covered by their estimate.*  For 2018, South Korea has agreed to send out an additional inspector – which should assist with the ever-increasing volumes into this market.  **RUSSIAN INFORMATION**  On a weekly basis CGA representative in Moscow, Mikhail Fateev, sends through a market report. This report is then sent through to growers and value chain partners who have an interest in the Russian market for South African citrus. If you are a grower, export agent member of FPEF or service provider in South Africa and wish to be added to the distribution list, please send a mail to [justchad@iafrica.com](mailto:justchad@iafrica.com)  **CITRUS CONSUMPTION**  The Fruitrop edition 253 covered citrus statistics. Included is some detail on citrus consumption trends. Japan tops the consumption of soft citrus (at 5.7 Kg/capita), has slipped off top spot for grapefruit consumption (0.6), and is very low for oranges (0.8) and lemons (0.4). The EU tops orange (6.7) and lemon consumption (2.3). For oranges, EU is closely followed by Canada (6.1). The EU is second in soft citrus (5.1), but lower in grapefruit (0.8). Grapefruit consumption is led by Canada (1.1), with other Eastern destinations and USA following at 0.9. USA (1.9) and Canada (1.8) are also significant consumers of lemons.  What is noticeable, and ties up with last week’s explanation on inelasticity of demand for lemons, is the narrow band within which lemon and grapefruit consumption range in terms of per capita consumption around the globe.  For more detail, subscribe to Fruitrop ([www.fruitrop.com](http://www.fruitrop.com)).  **PACKED AND SHIPPED**  Week 14 and southern Africa has packed in excess of 2 million cartons – 2 192 977 to be exact (33 000 tons). The bulk has been lemons – with 1.7 million packed and 1.5 million shipped. Half of the packed lemons come from Hoedspruit. Soft citrus packed is at 300 000 cartons of which 2/3 rds have been shipped. Just over 100 000 cartons of grapefruit are packed – with over ½ shipped. Orange packing is yet to start in any earnest.  **CGA GROUP OF COMPANIES (CRI, RIVER BIOSCIENCE, XSIT, CGA CULTIVAR COMPANY, CGA GROWER DEVELOPMENT COMPANY & CITRUS ACADEMY) ARE FUNDED BY SOUTHERN AFRICAN CITRUS GROWERS** |