



**CGA CITRUS  
SUMMIT**



# Delegate Handbook

8 - 9 March 2017

The Boardwalk Hotel  
Summerstrand  
Port Elizabeth

[info@cga.co.za](mailto:info@cga.co.za) 

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## A message from the chairperson

### Pieter Nortjé Chairperson

Citrus Growers' Association of Southern Africa



It is with great appreciation and absolute pleasure that I welcome you to the Eastern Cape for the 2nd bi-annual CGA Citrus Summit. Born out of the need to hear every grower's input and to communicate back to every grower about the CGA's myriad of activities, I appreciate your attendance and input to make our industry even better.

The need for, and value of the CGA has been proven yet again and none more so than in the past few years. We as growers faced the real threat of an industry ending event, yet we emerged with possibly the best positive period in our history! That didn't just happen by chance - it's a result of the many great people in our industry and the very hard work done by them.

Should you compare the rest of the world's citrus industries with Southern Africa's, you would realize how much trouble they are all in. They don't have a unified structure to address various issues facing them as we do. We are facing huge adversities here at the southern tip of Africa and certainly don't have the luxuries of our competition, but still we are the second biggest exporter by volume and if I may add - the BEST exporter in the world. You will see over the two days of the Summit how that was made possible.

It was my wish to redirect the CGA from a crisis-solution driven scenario to an outcome-and-result driven approach. We took a hard look at ourselves and got to work - hopefully you will be able to see just how much we have achieved during the Summit.

I predict our biggest challenge for the next few years will be to find and open markets as fast as plantings are done, getting governments to the table to facilitate that, and trust our infrastructure will be upgraded to facilitate the heavier burden.

There are specific opportunities in the programme for your inputs and direction - we would appreciate your direction and guidance. I trust you will be amazed and informed by the activities of the CGA - all funded by our (small) contribution per carton.

I thank the Lord for guidance. May he bless you and your endeavours during this year of 2017.



## A message from the CEO



**Justin Chadwick**  
Chief Executive Officer

Citrus Growers' Association of Southern Africa

The southern African citrus industry is recognized as the world's leading long distance citrus exporter. One of the factors that is often cited as a cause of this success is the unity within the industry. Since deregulation in 1997 growers have formed an Association which they call their own; an Association that unashamedly works in the best interest of growers in South Africa, Swaziland and Zimbabwe. It is this unity that has enabled the southern African citrus exports to increase in volume and value since the CGA was formed. Built on a bedrock of research and technical excellence, the industry has been in a position to face unfair trade barriers and challenge technically unsound import measures while maintaining discipline in meeting import requirements. It is interesting to note that while the southern African export earnings have been increasing; those with protectionist agendas have been facing increasing losses and poor quality produce. In sporting parlance when you "take your eye off the ball" you are on a slippery slope. Keeping your "eye on the ball" requires a commitment to research, support of government market access activities, ensuring growers make informed decisions based on timeous, accurate and relevant information and addressing logistical challenges.

CGA spends 65% of the levy collected on research and technical expenditure; Citrus Research International (CRI) has a reputation as one of the leading citrus research institutes in the world. This has allowed the southern African citrus industry to meet the challenges imposed by the European Union, and increase exports to that destination. Southern African citrus has in the past been recognized for having good quality at reasonable prices; more recently quality has got to a level where the offer is even more attractive.

In 2015 the CGA decided to hold the first CGA Citrus Summit. Since its inception in 1997 members of CGA had never gathered to discuss issues of mutual interest.

The first Summit was aimed primarily at citrus grower members of CGA; the presentations covered the activities of CGA in order to ensure that CGA activities are aligned with grower expectations. It was established that this was the case - with most delegates surprised by the range of activities that CGA covered.

This second CGA Citrus Summit falls on CGA's 20th birthday. The objective is to cover some of the big strategic issues facing the industry. Delegates are invited from throughout the value chain to come and discuss these issues. There will be short presentations followed by ample time for discussion and debate. The Summit theme is Plan to Succeed; Lead to Inspire - now is the time to plan for the next ten years. With increased plantings of lemons and soft citrus the industry needs to discuss how demand can be stimulated to absorb this increased supply. Gaining new markets, retaining present markets and optimizing market access conditions remains at the heart of CGA activities. It is common cause that the pace of transformation is not acceptable - as a citrus industry we need to embrace and plan ahead for transformation of the industry to ensure our relevance in the South Africa of the future. If we plan now we will succeed.

A plan alone is not enough - the industry needs leaders to inspire all industry role-players to adopt the plans and make them succeed. All delegates to the Summit are industry leaders - by helping mould the plan they will need to lead the industry in the future.

Enjoy the Summit and thank you for joining the CGA in celebrating our 20th birthday.



## A message from the main sponsor

**Nico Groenewald**  
Head Agribusiness,  
Personal & Business banking  
Standard Bank of SA Ltd



The theme for this year's Citrus Summit is indeed relevant for Agribusiness in South Africa, the state of our nation and many instances relevant to the global village we find ourselves in.

Agriculture in SA is coming out of the worst drought in over 100 years with the scars still to be felt for some time. The silver lining is the general conception that Agriculture is leaning towards a bounce back, at least from a production perspective, but this will require proper planning.

At a broader local economic front, the word "Fatigue" could perhaps describe our recent 2016 broader economic performance with growth expectations for 2017 only at slightly better levels. Political factioneering is likely to complicate matters, impacting much needed policy certainty.

Globally sluggish economic growth according to The National Interest Magazine is likely to continue against the backdrop of rising populism, protectionism, monetary policy levers reaching its limits, tightening of fiscal policies and modest recovery of hard commodities. Looking at these comments in isolation could easily evoke a defeatist approach, which could lead to such a pessimistic approach becoming a self-fulfilling prophecy.

Fortunately, despite these gloomy views, in recent times more and more analysts, commentators, world bodies (and investors) are looking with renewed interest towards the Agricultural sector. The reasons therefore are likely to be found in the trends that drive agriculture. In the many publications that are seeing the light there are common themes around trends such as:

- The rising demand for food, highlighting the need for sustainable food security (driven by population growth and urbanization) to be balanced with the limited production factors such as arable land and water
- Shifting consumption patterns alongside with increased focus on the environment elevating aspects such as traceability and product information

- Advancing and accelerating technologies - biotech, green energy, big data; processing and logistic advancements driving increased efficiencies along the value chain
- Changes in business structures at the back of consolidation and integration in the value chain
- Global shifts in economic power and trade flows

Planning (to succeed) encapsulates an understanding of the impact of these trends and the correlation with business-, product-, and climatic cycles.

These trends have many opportunities that can unlock growth in the Agribusiness sector. But it is important that the necessary direction within a sound framework is provided to the role players and in particular the producers. Strong ethic leadership is the ingredient that will steer our efforts towards success, focusing on opportunities and finding solutions. In this regard the CGA plays a vital role, not just in the local industry but also towards its contribution and input towards Agriculture as a whole and ultimately SA's position as a global player.

Standard Bank has its origins some 154 years ago in Agriculture and our roots are still deeply seated in Agriculture where one needs to have a long term horizon and supporting strategies. We believe that Agriculture, and in particular the Citrus industry, can play a vital role in building our economy, our country and its people.

As a Bank we would like to provide the necessary financial solutions and support to the industry and its role players in its endeavours to grow and succeed.

Standard Bank wishes the CGA a fruitful 2017 summit and recognizes the role this event plays in its contribution to the planning and leadership in the industry.





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## Other Sponsors



# CGA Citrus Summit Programme



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**Tuesday, 07 March 2017**

**Welcome Dinner**  
19h00 - late sponsored by villa

**Wednesday, 08 March 2017**

Session	Topic	Description	Presenter	Time
<b>1</b> Chair: Pieter Nortjé <i>sponsored by</i> 	<b>Welcome</b>		Pieter Nortjé Chairperson, CGA	09:00
	<b>The Economic and Political Landscape</b>	Guest Speaker Address	Mohammad Karaan (Dean of Faculty AgriSciences, Stellenbosch University)	09:10
			Nico Groenewald (Standard Bank)	09:40
		South Africa's Next Ten Years: Rise of the Right	Frans Cronjé (Institute of Race Relations)	10:10
<b>Morning tea</b>				10:50
<b>2</b> Chair: Piet Smit <i>sponsored by</i> 	<b>Sustainable Development</b>	Transformation In Agriculture	John Purchase (CEO, Agbiz)	11:20
		Citrus Growers' Response to Grower Development	Mono Mashaba (Chairman, CGA-GDC)	11:50
		Citrus Growers' Response to Human Capital Development	Jacomiën de Klerk (General manager, Citrus Academy)	12:05
		Measurements of Transformation Success	Thembeka Meyiwa (Intern, CGA)	12:20
		Discussion		12:30
<b>Lunch</b>				13:00
<b>3</b> Chair: George Hall <i>sponsored by</i> 	<b>Market Development</b>	Brand Awareness	Julian Ribeiro (TBWA Hunt Lascaris)	14:00
		Hortgro Case Study In Deciduous Fruit	Jacques du Preez (Hortgro)	14:20
		Fruit SA Market Awareness Activities	Anton Kruger (CEO, FPEF)	14:40
<b>Afternoon tea</b>				15:00
<b>4</b> Chair: Fanie Meyer <i>sponsored by</i> 	<b>Market Development (cont.)</b>	Responding to Lemon Volume Increase	Hannes de Waal (CGA Lemon Focus Group)	15:40
		Grapefruit: Supplying the right quality and quantity at the right time	Jan-Louis Pretorius (CGA Grapefruit Focus Group)	15:50
		Responding to Soft Citrus Volume	Graham Barry (Cultivar Specialist)	16:00
		Discussion		16:10
<b>Close of Day 1</b>				16:50



**Gala Dinner**  
19h00 - late

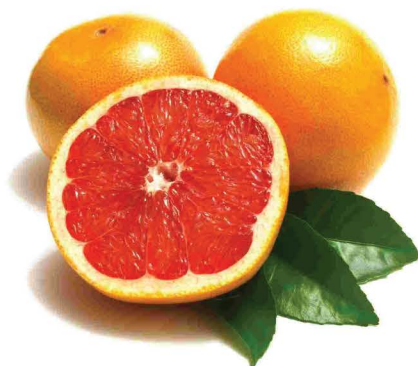
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*Entertainment provided by Boet en Swaer*

# CGA Citrus Summit Programme

Thursday, 09 March 2017

Session	Topic	Description	Presenter	Time
<b>5</b> Chair: Ben Vorster sponsored by 	<b>Welcome</b>		Mayor Athol Trollip (Nelson Mandela Bay Municipality)	08:00
	<b>Gaining, Retaining and Optimising Market Access</b>	Understanding the Indian Market	Parth Karvat (Yupaa Group, India)	08:10
		Challenges in the EU	Rocco Renaldi / Deon Joubert (CGA EU Representatives)	08:50
		Ups and Downs in the Russian Market	Mikhail Fateev (CGA Russia Representative)	09:10
		Discussion		09:30
<b>Morning tea</b>				10:00
<b>6</b> Chair: Pieter Nortjé sponsored by 	<b>Gaining, Retaining and Optimising Market Access (cont.)</b>	Opportunities in the USA	Marc Solomon (Crocodile Valley Citrus)	10:20
	<b>Sustainable Production</b>	Biosecurity: The Threat of Asian Greening	Vaughan Hattingh (Citrus Research International)	10:40
		Planet Friendly Citrus Production	Inge Kotzé (World Wide Fund for Nature)	11:00
		Discussion		11:20
	<b>Close of Day 2</b>	Message of Goodwill	Marcus Comaro (EU Ambassador to SA)	11:50
<b>Lunch</b>				12:00
	CGA Members Meeting			13:00





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**Mohammad Karaan**  
**Dean of Faculty**  
**AgriSciences**  
 Stellenbosch  
 University

Prof. Mohammad Karaan obtained his BSc Agric (1990), MSc Agric (1994) and PhD Agric (2006) from the University of Stellenbosch. He joined the Development Bank of Southern Africa in Johannesburg as an economist and later returned to Stellenbosch to join the Rural Foundation as Head of Research.

In 1996 he joined the University of Stellenbosch as a lecturer in the Agricultural Faculty, where, in October 2008, he became Dean of the Faculty of AgriSciences, and was reappointed in November 2013 for a second term.

From the 1st of May 2014 - 31st of May 2015 he served as the Acting Vice-Rector: Community Interaction and Personnel at the University of Stellenbosch.

He served as advisor to the public sector in the following capacities: Chair of the National Agricultural Marketing Council (2005-7); Coordinator of an executive training program for African agribusinesses; President of the Agricultural Economics Association of South Africa (2008-9); Member of the National Planning Commission (May 2010-July 2015; reappointed from 1 September 2015 for a period of 5 years).

In the private sector his involvement includes directorships with: Pioneer Foods, The Landbank, Bester Feed and Grain Exchange, Southern Oil Ltd, Terrasan, Fruitways Group and Quantum Foods.



**Nico Groenewald**  
**Head Agribusiness**  
**Personal &**  
**Business Banking**  
 Standard Bank  
 of South Africa

Nico completed his BSc Agricultural Economics degree at the University of Pretoria in 1988. After completion of compulsory military service, Nico joined Standard Bank as an aspirant Agricultural Advisor.

In the early 90's he moved on to the (then) Co-Operative landscape as an Agricultural Production Economist in the Eastern Free State where he was responsible for winter/summer cash crop budgets, farm risk analysis and farm viability assessments.

Nico re-joined Standard Bank in 1997 in the Agricultural Credit Department as a Credit Manager and also completed his MBA at the University of the North West. Since 1997 Nico fulfilled various roles and leadership positions within Standard Bank's Credit and Business Units, closely linked to Agriculture. He was appointed as Head of Agribusiness in 2013.

Nico and his team are constantly identifying emerging trends and their underlying drivers in agriculture, focusing on the value chains which provide several opportunities to cement Agribusiness as a prominent sector, providing sustainable existence for mankind. They also have a strong focus on the dynamics between the fine balance of improving efficiencies within a commercial framework and business expansion.



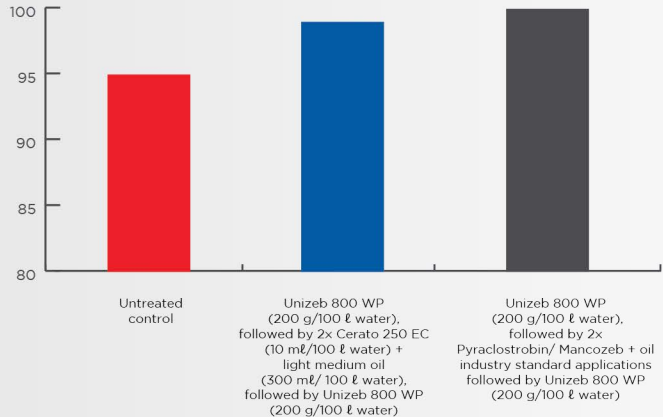
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**Frans Cronjé**  
**CEO**  
 Institute for Race  
 Relations

Frans was educated at the University of the Witwatersrand and holds a PhD in Scenario Planning from North West University. He served with the South African police, worked as a horse-riding instructor and later logger in the United States, and completed a year-long expedition that crossed the African continent from Cape Town to Cairo.

Frans is the CEO of the South African Institute of Race Relations (IRR). Joining in 2004, he established its Centre For Risk Analysis which specialises in using scenarios to help business and government leaders make decisions about investment and policy in South Africa.

He is an associate of the Centre for Innovative Leadership – a leading South African based scenario consultancy – and the author of A Time Traveller's Guide To Our Next Ten Years (Tafelberg 2014).

Over the past two years his latest scenarios which describe South Africa in 2024 have been presented to an estimated 20,000 people across three continents, and have been influential in shaping investor perception towards South Africa. His work has been widely cited in the media from the Volksblad to the Wall Street Journal. He writes a column for Rapport newspaper.

CEO of the Agricultural Business Chamber (Agbiz) of South Africa since 2007, John previously served as the CEO of Grain South Africa. He began his professional career as a scientist in South Africa's Agricultural Research Council (ARC), where he served for 22 years in various research and senior managerial positions, and was appointed to the Board of the Land and Agricultural Bank of South Africa in July 2012, where he served a three year term until July 2015.

John serves as Council Member to the National Agricultural Marketing Council (NAMC); Trustee of the Maize Trust, and in 2015 was appointed as Chairman of the Board of the South African Grain Information Services (SAGIS). He also serves on the Presidential Business Working Group of South Africa.

Among other awards, he received the 2011 Alumnus of the Year Award from the University of the Free State, as well as the 2012 South African Agriculturalist of the Year Award. In June 2013 he was elected to the Board of the International Food and Agribusiness Management Association (IFAMA).



**John Purchase**  
**CEO**  
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**Mono Mashaba**  
**Chairperson**  
**CGA-GDC**

Mono obtained his Bachelor degree from the University of Limpopo, his Post Graduate Diploma in Management and Master of Management degrees from the University of Witwatersrand Business School, and his PhD in Public Affairs from the University of Pretoria.

He went on to work for the Department of Agriculture, Forestry and Fisheries (DAFF) for 16 years, of which eight of those years were served as an Agriculture Attaché based in Beijing, China. He was responsible for maintaining bilateral relations to enhance market access and development cooperation between South Africa and China, Japan, Republic of Korea, Indonesia, Vietnam, Thailand, Malaysia and the Philippines.

Mono is currently an Executive Director at Africa Excel Advisory Services (Pty) Ltd. He is the current Chairperson of the CGA Grower Development Company Board of Directors. He also serves on a number of Boards including Hortgro and PPECB. He currently serves as a Specialist Consultant on Market Development at Fruit South Africa and is involved in a number of farmer development initiatives.

Mono has extensive knowledge and experience in agriculture development and market access.

Jacomien spent the first years of her working life training and working as an accountant, from where she moved on to consulting, training and system development for Pastel Accounting.

In 2002 she started working for Du Roi Precision Farming in Letsitele. She originally assisted with financial modelling and system development, but later took a broader responsibility for the development of the Mabunda and Mariveni farms in the Letsitele area, which included implementing and managing a training strategy for the farms.

When the CGA took the decision to establish the Citrus Academy in 2004, Jacomien was appointed as the manager. She took up this position at the start of 2005, and has been instrumental in the development and operations of the Academy ever since. She is now responsible for the overall management of the Academy, and works with the board of directors to set its strategic course.

Apart from her role at the Academy, Jacomien was also a member of the AgriSETA accounting authority from 2011 to 2016, where she represented the fruit industry. She also represents the industry on a number of other committees and forums that deal with agricultural curriculum and learning programme development.



**Jacomien de Klerk**  
**General Manager**  
**Citrus Academy**



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**Thembeke Meyiwa**  
Intern  
CGA

Thembeke grew up in Mpumalanga Township in a small town in KwaZulu-Natal. She matriculated from Hillcrest High School and then went on to do a BSc in Agricultural Economics which she completed at the end of 2015. Thembeke has always had a passion for finance and economics as well as the agricultural sector.

Thembeke joined the Citrus Academy Bursary Fund in 2014 where she has had the opportunity to attend various conferences and events. She is the current intern at the Citrus Growers' Association where she is learning about economic activities that take place in the agricultural markets.

Julian graduated from Wits University with a BCom, and holds a Post Graduate Diploma in Marketing Management from UNISA. He began his career at Media Graphics in 1994 and later joined Partnership (now Publicis) to work on Castle Lager.

Julian joined TBWA/Hunt/Lascaris in 1996, initially working on Standard Bank and then Nando's, BMW, The UCB and Seychelles Tourism. He led the Tiger Brands business from 2000, and in March 2003 was appointed Head of Account Management.

In 2004 Julian was appointed Worldwide Account Director for Play Station, based at TBWA/London. He returned to SA, and after a brief stint as MD of Lowe Bull, was appointed MD of O&M Johannesburg in 2006. He then took up the position of CEO of Lowe and Partners SA in 2014, where he consolidated the agencies in Cape Town and Johannesburg, and led a successful new business drive, resulting in multiple projects and six new clients. In 2015, Lowe was the best performing agency at the ACA Apex Awards, winning the Grand Prix, and won the Top Small Agency award at Loeries.

Julian returned to TBWA/Hunt/Lascaris as COO in 2016, where he and CEO, Karabo Denalane, successfully merged the advertising, digital and shopper marketing units into one integrated agency.



**Julian Ribeiro**  
COO  
TBWA/Hunt/Lascaris



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**Jacques du Preez**  
**General Manager**  
**Trade & Markets**  
 HORTGRO

Jacques obtained his BSc Agric at Stellenbosch University, majoring in Horticulture and Agricultural Economics, and cites both his parents as having an influence over his choice to study agriculture.

Jacques is the General Manager for Trade and Markets at HORTGRO in South Africa. He began his career in the fruit industry as an Agricultural Economist, focusing on information and statistics, but later moved on to the trade and markets portfolio, where he is responsible for market development locally and internationally, market access and other trade related issues. He also chairs the Stone and Pome Fruit Joint Marketing Forums and the Agri-Hub Board.

In his time with Hortgro Jacques has made more than 30 overseas work trips to over 20 countries, including the USA, Chile, Argentina, Brazil, England, Ireland, Scotland, Wales, Spain, Italy, Germany, Belgium, the Netherlands, Ethiopia, India, Thailand, Vietnam, Philippines, Indonesia, China, Hong Kong, South Korea, and Japan.

Anton has extensive experience in stakeholder management as well as executive management in various industries, including tertiary education, broadcasting, financial services and agriculture. He holds an MBA-degree, a BA Honours (Geography), Higher Education Diploma, Diploma in Investment Management and has completed various short courses.

Appointed CEO of South Africa's Fresh Produce Exporters' Forum (FPEF) in March 2012, Anton's core responsibilities are to facilitate the retention and growth of a sustainable and profitable \$2.4 billion fresh fruit export industry and to lead and guide the FPEF according to its objectives.

Anton believes in Private-Public-Partnerships (PPP's), and is involved as: Chairman of the Management Committee of Post-Harvest Innovation Programme, which is a joint venture between the fruit export industry and Government, with a focus on improving the South African fruit export industry's international competitiveness through innovation; Steering Committee member of the Department of Trade and Industry (dti)'s National Export Strategy; Member of the Citrus Black Spot (CBS) Stakeholders' Forum, the Bactrocera Invadens (fruit fly) Steering Committee; the National Market Access Working group, and Convener of a Working Group on Resources for the SA Fresh Fruit Industry.

Anton also serves as an active member on various local boards and councils, and international associations.



**Anton Kruger**  
**CEO**  
 Fresh Produce  
 Exporters' Forum



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**Hannes de Waal**  
Lemon Focus Group  
CGA

Hannes joined Outspan in 1996 and spent 17 years with the Capespan Group in various roles of marketing and logistics management. He then joined SRCC as Marketing Director in 2011 and was appointed to the Managing Director position in 2014.

He currently serves as Chairman to Venco, a Juice and Oil Processor in the Sundays River Valley. He furthermore serves on the Board of the newly formed Sundays River Citrus Producer Forum.

Hannes plays an active role in the citrus industry by serving as Lemon Focus Group Chairman and Vice Chairman to the Navel focus Group. He actively promotes the concept of a company that can facilitate market research and product promotions on behalf of the industry.

Jan-Louis's working career started in Johannesburg with South Africa's leading asset finance specialist, WesBank. In his ten years with the bank he held various positions within the marketing division and, ultimately, assumed responsibility for WesBank's national brand marketing and communications strategy.

A radical career change in 2011 saw him join Groep 91 Uitvoer, a family-owned citrus producer and exporter in Letsitele. As Commercial Director, he has a dual responsibility for the export marketing of the fruit they produce, as well as the general financial management of the company. As a relatively new entrant into the citrus industry, he is a strong believer in the importance of investing both financially and intellectually into the collective strategic objectives pursued by the CGA.

Jan-Louis is a dedicated family man, active community citizen and avid sportsman. He holds an Honours Degree in Marketing (1999) from the University of Johannesburg and a Master's Degree in Business Administration (2004) from South Africa's top internationally ranked business school, the Gordon Institute of Business Science (GIBS). He is a director of River Bioscience and Xsit, and currently serves as the Chairman of the CGA's Grapefruit Variety Focus Group.



**Jan-Louis Pretorius**  
Grapefruit Focus Group  
CGA



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**Graham Barry**  
Cultivar Specialist  
XLnT Citrus

Graham obtained a BSc Agric from the University of Natal (PMB) in 1987. After working as an Extension Officer for the South African Co-operative Citrus Exchange in Paarl from 1990-1991, he was transferred to Outspan Citrus Centre in Nelspruit, where he provided direction and leadership to the South African citrus cultivar development programme. In the process he developed a rapid cultivar introduction system, thereby reducing the period of introduction and evaluation of new citrus cultivars in South Africa to less than four years (from import to fruiting). He also developed planting guidelines for citrus producers throughout Southern Africa to optimize production of high quality export fruit.

In 1995, Graham completed his MSc Agric thesis at the University of Natal. He obtained his PhD from the University of Florida in December 2000, and thereafter returned to South Africa.

Graham has dedicated much of his time to citrus cultivar development. Between October 2001 and April 2007 he was seconded by the CRI to the Department of Horticultural Science, University of Stellenbosch, where he provided research leadership to CRI's Crop Load and Fruit Quality Management programme.

Graham is the owner of XLnT Citrus, a start-up company focusing on the development and implementation of novel and innovative citrus products and services in South Africa.

Athol studied Agricultural Management at The University of Natal in Pietermaritzburg, where after he travelled abroad working as a learner-farmer in Australia, New Zealand and Scotland.

He served his local community on a number of committees and was awarded honorary life membership of the Bedford Farmers' Association and Bedford club. He served on the Regional Soil Conservation Committee and was an Executive Member of the Eastern Cape Agricultural Union.

Athol was first elected as a public representative for the DP in 1995 and served as an Executive Member of the Amathole district municipality. He was then elected to the Eastern Cape Provincial Legislature in 1999 and served two terms there until 2009. Athol has been the Provincial Leader of the DA since 2002 and still serves in this capacity.

In 2009 he was elected to the National Assembly and subsequently elected to lead the DA as the Leader of the Official Opposition until 2012. Athol then returned to the Legislature in the Eastern Cape and was elected to his third term as Leader of the Official Opposition in the Legislature in 2014.

Athol was elected as Federal Chairperson at the DA Federal Congress in May 2015 and was recently elected as the Executive Mayor of Nelson Mandela Bay Metro as from 3 August 2016 after the DA won the Municipal elections.



**Athol Trollip**  
Mayor  
Nelson Mandela  
Bay Municipality



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**Marcus Cornaro**  
EU Ambassador  
South Africa

Dr Marcus Cornaro is EU Ambassador to the Republic of South Africa.

Dr Marcus Cornaro arrived in South Africa in October 2015 as Head of Delegation of the European Union's diplomatic mission to South Africa. Previously, he was Deputy Director General in the European Commission's Directorate for Development Cooperation (DEVCO), a post that he held from 2012.

He held the position of the European Commission's co-chair of the EU-South Africa Joint Cooperation Council.

He joined the European Commission in 2000, where he served in the Asia Directorate. He subsequently was posted as the EU's Ambassador to Vietnam from 2003 to 2007. In 2007, he was appointed Director for the European Neighbourhood in the European Commission.

Dr Marcus Cornaro holds an MA in International Development (1983) and is a law graduate (Dr Iuris) of the University of Vienna (1981).



**Parth Karvat**  
Global Procurement  
Yupaa Group

Parth is in charge of global procurement for Yupaa Group's import arm, and actively involved in formulating and executing the company's marketing strategies.

He also heads Yupaa's packaging division of imported fruits, which value-adds and brands bulk products by placing them into retail and wholesale packing.

The son of Yupaa Group's owners Yujita and Ambrish Karvat, Parth joined the business in 2009 after completing a degree in commerce, specialising in business management, and completing a post-graduate degree in family business management.



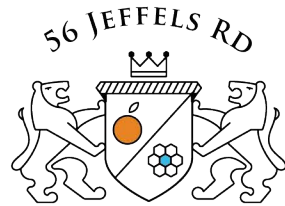


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**Rocco Renaldi**  
EU Representative  
CGA

Rocco is the EU Representative of the CGA, based in Brussels. He has assisted the CGA in defending market access to Europe since 2007, with a focus on plant health issues, and in particular citrus black spot.

Rocco is founder and Managing Director of lobbying and communications agency, Landmark, which counts fifteen consultants between Brussels and Singapore. Landmark is the leading specialist agency in Brussels in the agro-food sector, recognised for its unrivalled expertise in agricultural, food, consumer, environment, trade and public health policies. With the CGA as one of Landmark's first clients, Rocco has since built a portfolio that includes several of the world's largest agro-food companies.

Raised in Italy, Rocco moved to study for the International Baccalaureate—and to learn how to play rugby—at Atlantic College in Wales in 1992. He went on to graduate from King's College London, the London School of Economics and the Institute of Political Sciences in Paris. After some years working in London and Brussels he completed his Master's in Environment and Development at Sussex University.

Following ten years' work as a policy consultant in various roles, he settled in Brussels in 2006 to set up his own business.



**Deon Joubert**  
EU Representative  
CGA

Deon attended the University of Stellenbosch, completing a BSc Agric and MSc in Applied Economics. He is a member of the SA Agricultural Economic Society and the SA Society for Agricultural Extension.

Appointed as Councilor Economics at the SA Mission to the EU [Brussels] in June 1990, Deon dealt with all aspects of SA Agricultural Trade and Market Access. Upon his return to SA in 1994, Deon was appointed Head of Parliamentary Services and Marketing Advisor to the Minister of Agriculture, and in 1997 became CEO for the Deciduous Fruit Board. Following this he filled various management positions in Capespan on Procurement, Marketing and Logistics.

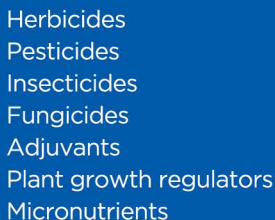
In December 2006 he headed up the Capespan Operations Division, both contracting and executing Fruit Logistics on all trade from South Africa. Passionate about supply chain efficiency and effectiveness, and seeking shortened supply chains, he has worked hard on up and downstream integration of trade lanes.

Deon was appointed in 2014 by the CGA as the Special Envoy on Citrus EU market access, dealing with the threat of citrus market closure due to CBS. This has largely been addressed and he is currently focusing on FCM which is again threatening the SA citrus market access.





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**Mikhail Fateev**  
**Russia Representative**  
 CGA

Mikhail graduated from St. Petersburg State University, Russia, in 1968. He worked in the state system of foreign economic relations of the Soviet Union connected with rendering technical assistance to developing countries of Africa, Asia and Latin America in establishment of industrial projects.

In line of his duty he was posted in the USSR Embassies abroad in Egypt, Ethiopia and India. After the collapse of the USSR in 1991, he was posted at the Department for Food Resources of Moscow's government with responsibilities of ensuring provision of Moscow's population (about 30 million in terms of consumers) with fruits and vegetables.

While working in Moscow's government, he established contacts with the South African fruit industry and initiated procurement of fresh produce from South Africa from 1994. He joined Capespan International in 1996 as Representative for Russian Market. He retired from Capespan in 2010, and in 2011 became associated with the Citrus Growers' Association of Southern Africa as a consultant.



**Marc Solomon**  
**Managing Director**  
 Crocodile Valley  
 Citrus Company

Marc has spent most of his working career dividing his time between the USA and South Africa. After completing his MBA at the University of California at Davis, he worked in the fresh produce industry and the food industry for various companies including Dole Food Company and then returned in 1995 to run his family citrus farming business, Crocodile Valley Citrus Company located near Nelspruit, Mpumalanga.

While farming in South Africa, Marc became a Director of Outspan and later a Director of Capespan. In 2000, Capespan invested in Fisher Brothers Incorporated in Canada who, at that time, were their marketing agent for North America. Marc was offered the position to go over and manage Capespan's interest in the joint venture and base himself in Philadelphia to help open up the US market for South African citrus. He later became the CEO of Fisher Capespan which was later renamed Capespan North America and he oversaw the expansion of South African citrus into the USA market.

For the last 5 years Marc has split his time between his farms in Mpumalanga and the USA where he has managed the Citrus marketing for Capespan North America.

He is currently the Senior Vice President of Procurement of Capespan North America and the Managing Director of Crocodile Valley Citrus Company in Mpumalanga.

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**Vaughan Hattingh**  
CEO  
CRI

Vaughan is CEO of Citrus Research International (CRI) and has an office at the University of Stellenbosch – the University being one of the CRI Group research alliance partners.

CRI coordinates research and technical support services to the Southern African citrus industry, and operates research facilities and maintains alliance partnership agreements with research organisations across South Africa, as well as international research collaborations.

Vaughan has worked in the Southern African citrus industry for 27 years, originally as a research entomologist at Outspan Citrus Centre in Nelspruit, and later he became the Director of Outspan Citrus Centre in the years leading up to its incorporation into CRI in 2001.

His personal portfolio of expertise lies in the science underpinning international phytosanitary trade regulation.

He has played a leading role in the Southern African citrus industry's access to new markets and retention of access to existing markets in the face of increasing sanitary and phytosanitary trade regulatory challenges.



**Inge Kotzé**  
Senior Manager  
WWF Sustainable  
Agriculture Programme

Inge has served as Senior Manager of the WWF Sustainable Agriculture Programme for the past seven years. She has 20 years' experience in the fields of biodiversity research, conservation planning and environmental management.

After completing her Master's Degree in Environmental Sciences and GIS at the University of Stellenbosch, Inge spent ten years working at the Council for Scientific and Industrial Research (CSIR) as a researcher in the Biodiversity Research Group. She then spearheaded the development of agricultural sector partnerships integrating environmental sustainability, risk assessments and conservation stewardship into agribusiness, with a strong focus on making these systems and partnerships work for the farmer/growers, whilst bringing markets alongside to support these locally relevant, home-grown initiatives.

Inge coordinated the Biodiversity and Wine Initiative, a globally recognized collaborative partnership between the South African wine sector and the conservation sector, and subsequently moved on to support the initiation of similar initiatives across multiple commodities, including sugar, grains (barley) and fruit and livestock sectors in South Africa.

She has a passion for supporting and promoting the role of our farmers as the true custodians of South Africa's key natural resources, and the central role agriculture plays in our current and future economic growth and development.



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## Supporting citrus growers to be globally competitive and maximising the long-term profitability of its members

The CGA was established by citrus growers in the wake of deregulation in 1997. Growers were concerned that certain functions previously carried out by the Citrus Board could be discontinued or downsized. Questions were asked as to who represents the citrus grower, the CGA was formed by citrus growers to fill this void. In this way growers interests are furthered through representation to citrus industry stakeholders, including government, export agents, research institutions and suppliers to the citrus industry (among others).

The levy paid by all growers of export citrus has been statutory since 2002, administered by the CGA and supervised by the NAMC with a renewal process taking place every four years.

There are approximately 1400 growers of export citrus throughout South Africa, Zimbabwe and Swaziland who make up the members of the CGA. The growers are organised into sixteen citrus growing regions with regional representatives serving on the CGA Board of Directors. There are also two directors representing the Previously Disadvantaged Farmers in the northern and southern regions.

**MARKET ACCESS** is the cornerstone of the citrus industry – gaining and retaining access to overseas markets, ensuring the standard of fruit is of the required high standard, and adhering to food safety and phytosanitary requirements.

**RESEARCH** is therefore considered the primary-function of the CGA (65% of the statutory levy is dedicated to research).

Citrus Research International (CRI) manages the CGA's research portfolio. CGA drives the research effort, ensures research funding is adequate and



sustainable, determines growers' research priorities, directs research efforts and controls expenditure.

**TRANSFORMATION** receives 20% of the statutory levy. A separate company was formed in 2015 – the CGA Grower Development Company (CGA-GDC).

The Citrus Academy has been a separate entity since 2005. The shortage of essential skills, business management skills and technical capacity, particularly among the previously disadvantaged individuals was recognised as one of the major threats to the ability of the citrus industry to grow the industry. The CA works closely with the CGA-GDC.

**LOGISTICS** was added by the growers in 2009 as an area massive savings could be realised through efficient and effective logistics.

**COMMUNICATION** has always been considered essential. The CGA keeps growers abreast of industry issues through bulk emails, CGA website [www.cga.co.za](http://www.cga.co.za), bi-monthly SA Fruit Journal, Annual Reports, Statistics Booklet, weekly Newsletter From the Desk of the CEO, bi-annual roadshows, Research Symposia (CRI) and supporting the Department of Agriculture, Forestry and Fisheries (DAFF) in their regular roadshows and workshops to keep the growers up to date with export requirements. The CGA also works closely with the Fresh Produce Exporters' Forum (FPEF), holding Citrus Marketing Forum (CMF) meetings twice a year. The CGA Citrus Summit in 2017 will be the second, the first being held in 2015.



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Citrus Research International (CRI) exists to keep the Southern African citrus industry competitive in world markets and maximise exports of high quality citrus varieties, despite challenges of a phytosanitary nature, great shipping distances and an ever-diminishing range of acceptable plant protection products. The increasing diversification of our export markets, climate change and varying consumer preferences mean that research priorities must be continually evaluated and new requirements tackled in the most effective manner.

Within the CRI Group, applied, near-market research is usually conducted by researchers within CRI, with or without collaboration with universities and other institutions. More fundamental research requirements are often best suited to postgraduate students at universities with CRI researchers acting as co-supervisors. The hosting of CRI researchers by some universities or their appointment as extraordinary professors helps to ensure that the research focus remains on the industry's requirements. In the past, the funding of research at public institutions also qualified for additional government funding, but the future of this funding source is now uncertain. Fortunately, some additional research funds have become available through the Department of Science and Technology's Sector-Specific Innovation Fund, but the vast majority of research funding still comes from the levy on citrus exports collected by the Citrus Growers' Association.



## **Maximising the long-term global competitiveness of the southern African citrus growers through industry research and technical support services**

The benefits of high quality research are only realised when the results are implemented in the orchard, packhouse or cold chain. Various vehicles are used for this technology transfer via the researchers themselves or CRI's Extension services.

Examples of written research output include the Cutting Edge newsletter, SA Fruit Journal, scientific publications, the website [www.citrus-res.com](http://www.citrus-res.com), Production Guidelines, various fact sheets, handbooks, quarterly and annual research reports and Twitter @citrusresearch. Presentations at the biennial CRI Citrus Research Symposium in the form of talks or posters, provide updates on the latest research results and annual Preharvest and Postharvest workshops held in different production regions provide more practical recommendations on how best to introduce new practices that take advantage of recent research results.

Apart from putting research results into practice, the future of the Southern African citrus industry is also assured by the Citrus Improvement Scheme and Citrus Foundation Block that continually strive to provide citrus growers with the best possible planting material of the latest cultivars that have been evaluated by CRI. The need to protect our industry from devastating foreign pests and diseases has been addressed by the CGA with the recent provision of additional levy funds to appoint a biosecurity manager in CRI. With *Diaphorina citri* and the disease Huanglongbing that it vectors, both present in different countries in East Africa, this is not a moment too soon.



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## **Empowering human resource development in the southern African citrus industry**

The Citrus Academy is a non-profit company that was established by the Citrus Growers' Association of Southern Africa to enable human resource development in the Southern African citrus industry.

The Citrus Academy Bursary Fund was established in its current form in 2006, and has grown to where it is now one of the largest private bursary funds in the primary sector. Bursaries are awarded to students who are enrolled in post-school education at registered tertiary education institutions in South Africa, studying in fields related to citrus production and research.

BEE Bursary Support (BEEBS) aims to support black economic empowerment citrus enterprises in developing their internal capacity by providing financial support to persons related to the enterprise to access quality formal education.

Workplace Learning Programmes aim to give Bursary Fund students opportunities to gain experience in the workplace. These include: Vacation Work, arranged on citrus farms, packhouses, or appropriate workplaces, to assist learners' with the practical aspects of their theoretical studies; Internship Programme, to assist diploma students by finding internship placements for a period of 6-12 months, depending on individual course requirements; Graduate Placement Programme, to assist graduates to find a position by offering the employer a salary subsidy. The employer and graduate sign a fixed term employment contract, normally for 12 months; Industry Exposure Programme provides opportunities for Bursary Fund students to attend local and overseas conference-type events that are related to their field of study, and Career and Bursary Fair participation help to promote the citrus industry.

The Citrus Academy develops learning media and programmes to assist learning providers and growers with learning delivery, and to meet identified learning needs not otherwise



catered for. Wherever possible the tools are made available for free to citrus growers, universities, schools and colleges, while being offered for sale to other parties.

Programme material is in line with industry best practice and standards, and is aligned with registered qualifications, where possible. These include: Citrus Nursery Workers Programme, which aims at developing skills of citrus nursery workers and managers; Institutional Orientation Programme, which aims at dealing with institutional and statutory information required by new citrus growers; Citrus Secondary Programme, which aims at assisting school learners (Grade 9-11) to obtain an NQF-aligned qualification in Plant Production by the time they finish Grade 12, and Citrus Business Management Programme, which aims at addressing a lack of business management skills as a major obstacle to the success of emergent citrus growers.

Learning programmes and production learning material can be accessed through the Citrus Academy website at <http://www.citrusacademy.org.za>.

Audio-visual learning media uses video material to develop and reinforce skills and knowledge on particular aspects of citrus production. Each audio-visual series includes modules as well as written learning material. These include: Citrus Post-Harvest Series (CPHS), Integrated Pest Management, Citrus Harvesting, Citrus Packing and Citrus Planting Management.

The Citrus Academy has embarked on e-learning development through the use of technology and a blended learning approach, and in line with international trends towards online education.

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Since inception CGACC has concentrated its efforts on the following:

### Identify cultivar requirements and opportunities

Continuously engage with growers, exporters and offshore companies to gauge the requirements and trends. Making use of CGA Stats and trend analysis, thanks to John Edmonds, Information Manager at the CGA.

At time of writing interest remains concentrated on Soft Citrus and Lemons. However, in recent months, (2016), there is obvious growing concern at the massive plantings of these varieties in the past 2 years. It is probable this planting trend will continue until all allocations of Late Mandarins have been planted. Lemons will probably slow in the coming season.

Plant breeding presentations at recent congresses continue to focus mainly on Soft Citrus and very few other varieties are receiving the same attention in the breeding world. A slight shift in trend to that norm are Disease resistance/tolerance and Pigmented fruit.

Other factors bucking the trends are the continued strong Orange demand being driven largely by Russia, the Middle and Far East, where growth in demand remains.



## Striving to ensure that southern African growers are provided with timely and affordable access to new citrus cultivars

### Undertake international and local sourcing

CGACC has signed agreements and is involved in further negotiations with parties in the Northern hemisphere regarding cultivars and rootstocks suitable for both the warmer northern areas and the cooler South.

We have also continued to source promising mutations of locally discovered natural mutations.

### Collaboration with other cultivar management organisations

CGACC is developing relationships with partners off-shore as partners in managing our cultivars off shore, to both protect and develop an off-shore income stream for the owner/discoverers. By developing agreements with non-competitive northern hemisphere CMO's we can gain access to further cultivars via exchange agreements.

### Manage all CGACC processes and procedures

Initially this activity has not demanded as much time as the other items, but as varieties come through the CIS Pipeline it has increased dramatically. We will be increasing capacity in the above management processes. These would be the importation and tracking of the progress of cultivars through Quarantine, CIS pipeline, evaluation and application for Protection. Thereafter, as the varieties become available for release, administration of royalties and movement of plant material movement will demand further capacity building.





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LOG-TEC™

## Evaporators

Tomatoes, citrus, pineapples and other soft fruit

## Citrus Juicing Equipment

Complete citrus processing lines

## Fruit Coatings for Export

Natural and synthetic waxes for predominantly citrus



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**Ensuring sustainable export  
of crops for South African  
citrus growers in an  
environmentally friendly manner,  
ensuring maximum shareholder  
return and sustainability**

Xsit was established in Citrusdal, Western Cape, in October 2006 to provide a solution to the False Codling Moth (FCM) problem in citrus through the application of the sterile insect technique. This entails the breeding of large quantities of FCM, sterilising them with the application of Gamma radiation and releasing these sterile moths in the citrus orchards. These sterile moths then mate with the wild moths which disrupts the mating process and should eventually stop the breeding of these pests completely.

Xsit has steadily expanded from an initial application area of 1 500 hectares in 2007 to 19 000 hectares in 2016. This area is comprised of citrus, deciduous fruit and table grapes, with the main areas of operation in the Eastern Cape's Sunday's River and Gamtoos valleys, the Hex River and Olifants River valleys in the Western Cape and the Orange River region in the Northern Cape.

Xsit has also become involved in the aerial application of fruit fly baiting and monitoring, as well as the marketing and distribution of River Bioscience products.

River Bioscience was established in 2004 as a sister company of Citrus Research International (CRI).

The company is a fully owned commercial subsidiary of the Citrus Growers' Association of southern Africa situated in Port Elizabeth.

The chief objectives of the company are to commercialise innovations, developments and discoveries arising from CRI research and to provide the southern African citrus industry with innovative and useful products aimed at improving its global competitiveness.

Profits are returned to the industry's research and technical support structures under the direct control of the Citrus Growers' Association of southern Africa.

A perfect example of reinvestment is the 100% shareholding that River Bioscience has in Xsit, a company created to perfect the sterile insect technique (SIT). More than 6 000 hectares of citrus is under the SIT programme for False Codling Moth (FCM) control.



**Offering eco-friendly crop  
protection solutions with  
a significant global footprint  
to the agricultural industry**



# Cash flow solutions from the orchard to the market.

## Now let's talk AgriBusiness.

Our AgriBusiness teams are not only bankers, but agricultural experts in this dynamic sector. We'll give you access to working capital, and the flexibility you need to operate your business. This is the reason why more businesses partner with Standard Bank than any other bank in South Africa.

For more information, visit [www.standardbank.co.za](http://www.standardbank.co.za)





## **Supporting the establishment and growth of sustainable and profitable black citrus growers with market linkages to ensure food security, jobs and wealth creation**

The company was established to address the need to provide targeted support to black growers in the citrus industry. This, therefore, implies that the company is the transformation arm of the citrus industry, thus taking over the responsibility of the transformation desk at the CGA. A situational analysis conducted on 118 black growers in 2013 provided an insight into the general needs of growers, thus serving as a baseline to understanding the environment in which the growers are operating, including the impediments to their development. The aim of the company therefore is to unlock the doors for the black growers through using various mechanisms that will create an enabling environment for the farmers to do business and contribute to the economy of the country.

The mandate of the company is to provide support in the following areas:

- Production infrastructure and technical support focusing on resource utilisation, equipment and machinery, infrastructure, extension services, mentorship and study groups
- Production business management support focusing on management, employment and compliance
- Facilitation of access to funding (grants/loans) by providing support for business plans
- Facilitation of access to markets both domestic and export



The point of departure for the company is that the growers own the company and the company provides services to them. The business of the company is to provide black growers with development support to ensure that their enterprises become profitable and financially sustainable.

The source of funding for the company comes from the CGA development levy. These funds are set aside for company administration and for operations. The board is not paid for their directorship but for attending meetings and services provided.

There is a great deal of pressure on the company from the black growers and from the CGA to succeed to deliver on our mission. The company staff are committed to provide their expertise in helping the black growers to achieve their business targets. The company is, however, well aware of the mammoth task that it is faced with, especially with the mounting challenges facing the black growers. The reality on the ground is that there is a combination of good and bad stories to tell. By implication this means that the company should provide a platform for the good stories to be told in order to raise profile of the black grower. On the other hand, for the bad stories, our task is to find practical solutions to turning the bad situation around. The company will therefore strongly rely on the cooperation and support from all affected parties in order to achieve its mandate.

The CGA would like to make use of this opportunity to give back to the local community and therefore encourages you to make a donation to the following identified charities. If you would like to make a contribution, please speak to a CGA staff member for more information.

## Rita's Versorgingsoord



Rita's Care Home was established by Rita Terblanche in Despatch in 2010, with the aim of providing quality care for the elderly. The home began with two elderly residents and today they have fifteen residents – all of whom are frail and require 24-hour care. Rita manages the medical aspect of the home, while her daughter, Seugnet, manages the home and all its administration.

The home is completely privately owned, and with the current inflation rate, monthly expenses and salaries for competent carers, the home is not profitable. Although monthly costs are covered, there is no buffer for emergencies.

They urgently require a new stove, new wiring and a water tank, and they would like to start growing their own vegetables in order to become more self-sustainable.

The home currently provides employment for nine carers (who work shifts), three domestic workers and a gardener. Unfortunately the staff do not have a designated area where they can enjoy their lunch and tea, so they would like to extend the current facilities to include a staff room and bathroom.

Their aim is to provide a homely atmosphere for their beloved residents, as well as a positive work environment for their staff.



Langbos is an informal settlement in Addo, where 500 people live in dire poverty, without access to basic amenities, like water and electricity. The project started with the building of the Langbos Crèche and Care Centre, a safe haven in the heart of Langbos. During the past twelve years, this project has grown to include a crèche, community centre, playground, permaculture garden, solar panels and a wind turbine to power the centre on renewable energy. They are also a registered conservation based eco-school. In 2014 Langbos won the silver award at the Addo Elephant National Park.



**MAYIBUYE NDLOVU  
DEVELOPMENT TRUST**  
Enhancing people's lives

They have created eight jobs, and currently care for 40+ children who attend the crèche daily. They also host a soup kitchen twice a week for vulnerable children and community members, and are currently working on a project to build a home for orphaned children.

Langbos Crèche and Care Centre is a registered NPO and falls under the auspices of the Mayibuye Ndlovu Development. Many different sponsors have helped them develop over the years, but there are many opportunities to grow their efforts.



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# Agric Asset Insurance

Standard Bank Insurance Brokers can advise you on **Agric Asset Insurance**, **protecting** your personal and farming assets under one combined policy.

## Personal assets include:

- House, including structures and contents
- Vehicles, including trailers, caravans and pleasure crafts
- All valuables, including jewellery, watches and cameras
- Personal liability.

## Farming assets include:

- Stores and their contents
- Silos and their contents
- Irrigation systems
- Electronic equipment
- Vehicles, including trucks, tractors, harvesters, tables and other farming implements
- Public liability, including spread of fire and droving of cattle
- Goods in transit
- Live stock in the open (Fire and lightning only)
- Registered breeding animals (Comprehensive cover)
- Agric Asset Insurance also covers you against other commercial risks, such as burglary and theft of money.

**For more information speak** to an **advisor** at any **Standard Bank Business** or **Commercial Centre**, or **call** us on **0860 999 334**.

Terms and conditions apply.



**#citrusummit**

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**8 - 9 March, 2017, Boardwalk Hotel, Port Elizabeth, South Africa**