

FROM THE DESK OF THE CEO (32/20)

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Justin Chadwick 7 August 2020



He said "Write it on your heart that every day is the best day of the year. He is rich who owns the day, and no one owns the day who allows it to be invaded with fret and anxiety. Finish every day and be done with it. You have done what you could. Some blunders and absurdities, no doubt crept in. Forget them as soon as you can, tomorrow is a new day; begin it well and serenely, with too high a spirit to be cumbered with your old nonsense. This new day is too dear, with its hopes and invitations, to waste a moment on the yesterdays." Ralph Waldo Emerson

TO THE MOON AND BACK – TWICE

A week ago the CGA Communication Committee was mulling over how to illustrate the huge volume of citrus exported from South Africa. When one speaks about two million tons – it sounds a lot, but how much is it really?

If you ever want an interesting conversation, meet up with Burgert van Rooyen – he has facts and figures that amaze you. He set about the task of illustrating the size of South African citrus exports. So here we go (believe it or not):

- The two million tons of citrus relates to 9.6 billion pieces of fruit – if they were strung out in a single line, shoulder to shoulder, it would cover a distance of 720 000 Km – which would circle the earth almost 18 times, reach the moon and back almost twice.
- If these 9.6 billion pieces of fruit were placed on the ground, shoulder to shoulder, it would cover an area the equivalent of over 7 500 football field.
- If the 133 million cartons were stacked on top of each other, it would reach a height of 36 000 Km, equivalent to over 4 000 Mount Everest's stacked on top of each other
- If the 133 million cartons were packed on the ground next to each other it would cover an area of 16 square kilometres – 3 times the size of Robben Island, 8 times the size of the Principality of Monaco and be the third smallest country in the worlds by land mass.

Thank you Burgert – it is quite mind boggling.

PACKED AND SHIPPED

To date, with 60% of the 2020 crop dispatched, grapefruit and soft citrus shipping distribution is very similar to 2019. For lemons the percentage sent to Asia has dropped from 12% to 6%; while the Europe grew from 28% to 35%. There was a similar trend for navels where Asia dropped from 20% to 12%, and Europe increased from 28% to 36%. The European demand for citrus is also evident in the early Valencia distribution – increasing from 37% to 48%, largely due to a decrease to the Middle East from 19% to 12%.

Million 15 Kg Cartons to end Week 31	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AgriHub	2018	2019	2020	2019	2020	2020	2020	2019
Grapefruit	18.7 m	16.3 m	14.5 m	13.9 m	13.5 m	16.7 m	15.1 m	16.1 m
Soft Citrus	12.9 m	14.3 m	18.6 m	11.7 m	15.9 m	23.3 m	23.5 m	18.3 m
Lemons	16.9 m	19.4 m	25.7 m	15 m	20.7 m	26.4 m	26.7 m	22.1 m
Navels	23.9 m	20.3 m	22.4 m	16.4 m	19 m	26.5 m	25.8 m	24.3 m
Valencia	19.1 m	18.3 m	25.8 m	11.6 m	15.9 m	50.4 m	48.7 m	46.8 m
Total	91.5 m	88.6 m	107 m	68.6 m	85 m	143.3 m	139.8 m	127.5 m

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