

Growing business between SA and EU for
Sustainable trade under the EU-SADC EPA,
opportunities for business

Presentation on Citrus Industry, challenges, opportunities & success stories

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LOCATION OF MY FARM



EAST CAPE MIDLANDS BLACK GROWER STATISTICS

- Area under citrus – 580 Ha
- Total volume:
 - Exported 5 000 tons
 - Local market
 - Processed
- Export market destinations

	Far East	M East	N America	Russia	UK	Europe
Navel	15%	20%	10%	5%	30%	20%
Soft Citrus		5%	15%	5%	70%	5%
Lemon	20%	45%			10%	25%
Valencia	15%	20%	10%	10%	10%	35%
Late Mandarin	10%	5%	5%	15%	35%	30%

MARKET ACCESS

CERTIFICATION



VALUE CHAIN



Eden Agri Citrus: black farmers assume majority shareholding in packhouse



SUPPORT RECEIVED

INDUSTRY

- Business Plans – CGA GDC
- Extension – CGA GDC
- Bursaries – Citrus Academy
- Training – Citrus Academy
- Research – CRI
- Personal Development – CGA
- Market Access - CGA

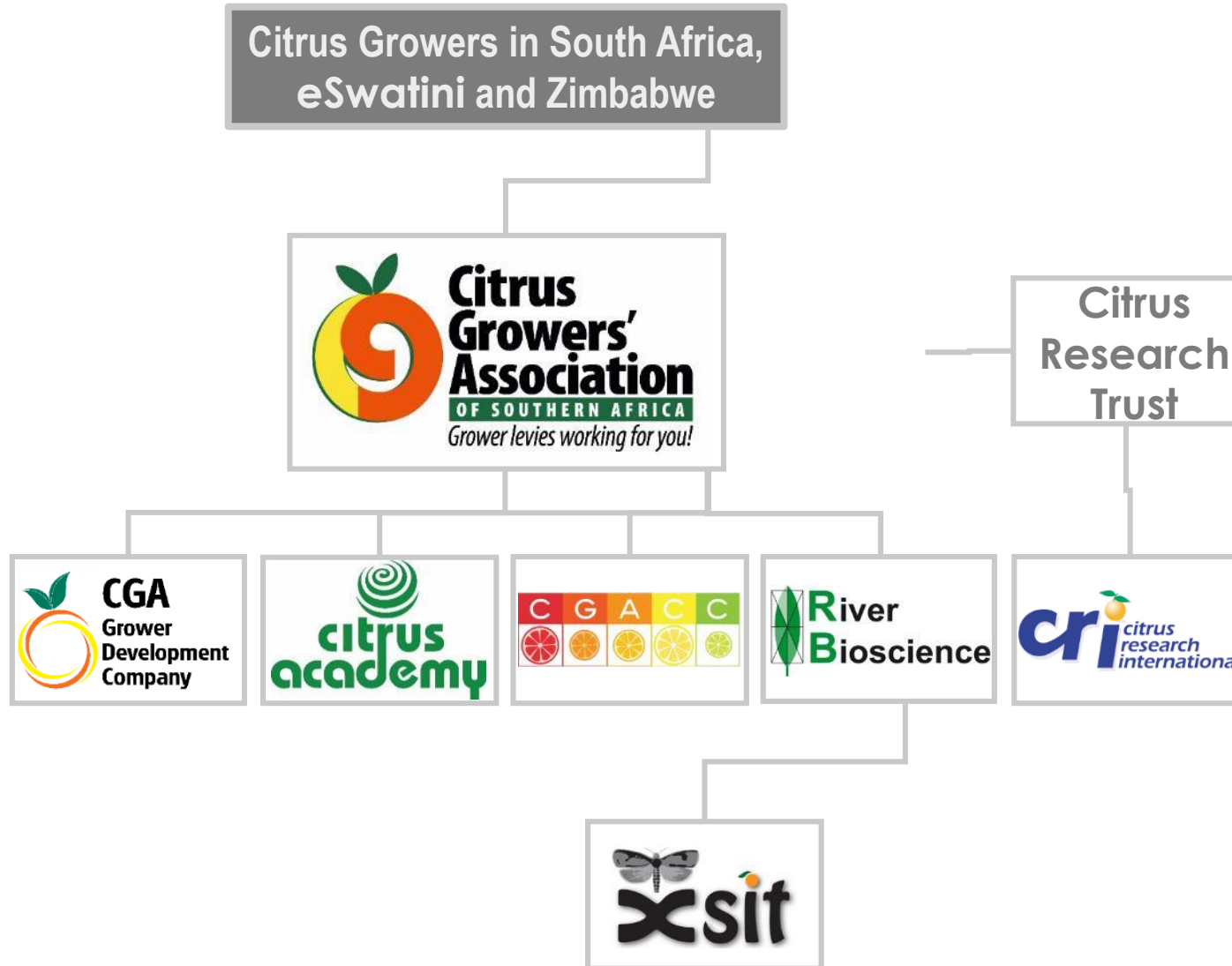
GOVERNMENT

- New Plantings – Provincial
- Inputs – Provincial
- Recap Funding – National
- Inspections - DAFF

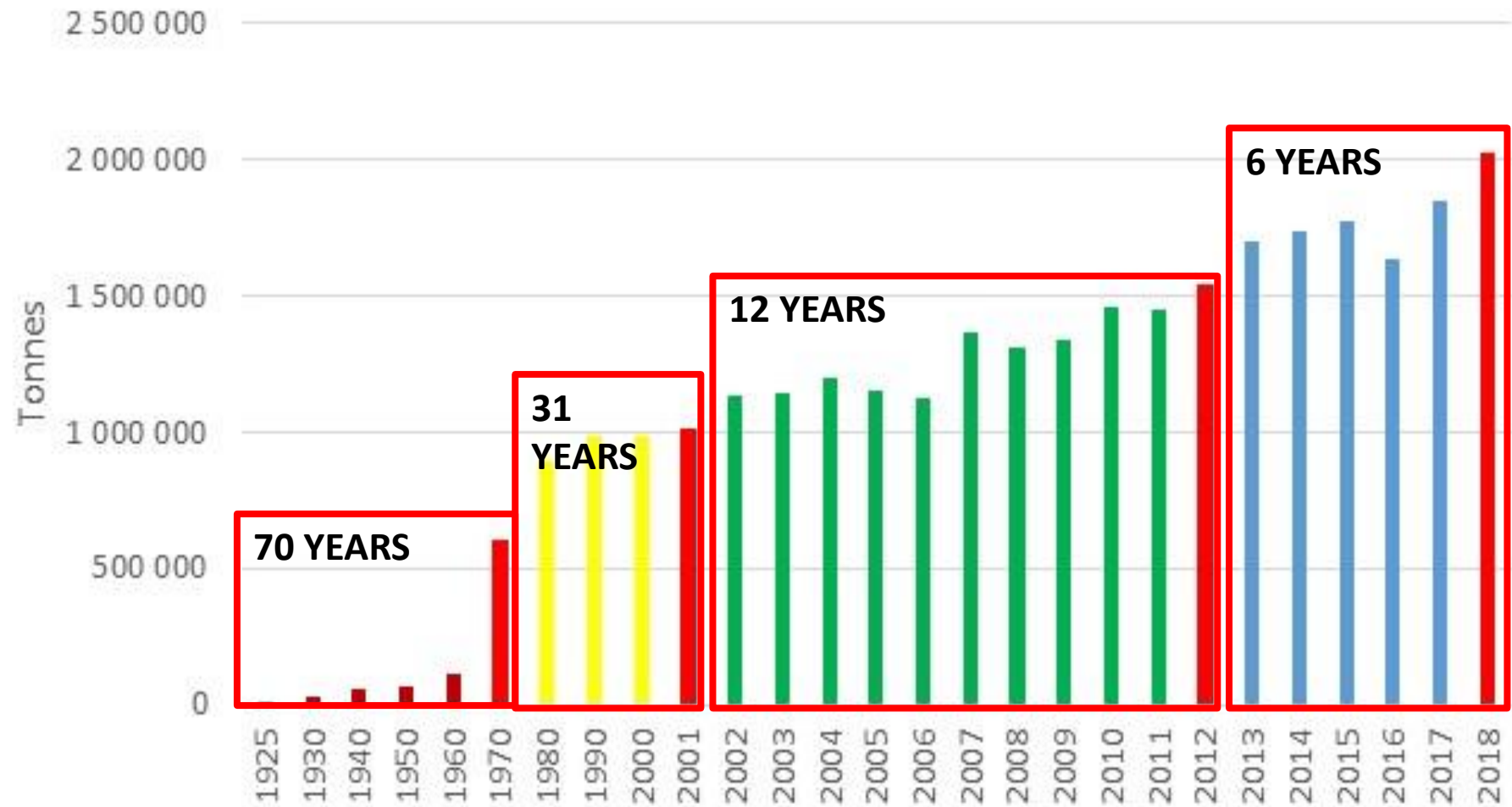
CHALLENGES

- Title Deeds
- Access to water
- Access to finance
- High packing costs
- Cost of Compliance
- Size of Production units
- Lack of infrastructure

CGA Group Structure



Southern African Citrus Exports



SUSTAINABILITY: BLACK GROWER SUPPORT CGA GROWER DEVELOPMENT COMPANY

- **Needs analysis**
- **Business Plans**
- Extension/Citrus Study Groups
- Training
- **Institutional Development – Grower Development Chamber**
- Leadership and Personal Development
- Enterprise Development
 - Access to Finance
 - Replacement and expansion
 - Inputs
 - Accreditation



SUSTAINABILITY: YOUTH DEVELOPMENT

CITRUS ACADEMY

- Bursary support
- Student support
- **Career Fairs**
- **Training material**
 - **Manuals**
 - **Audio Visual**
- Short Courses
- Industry exposure
- Internships
- Learnerships

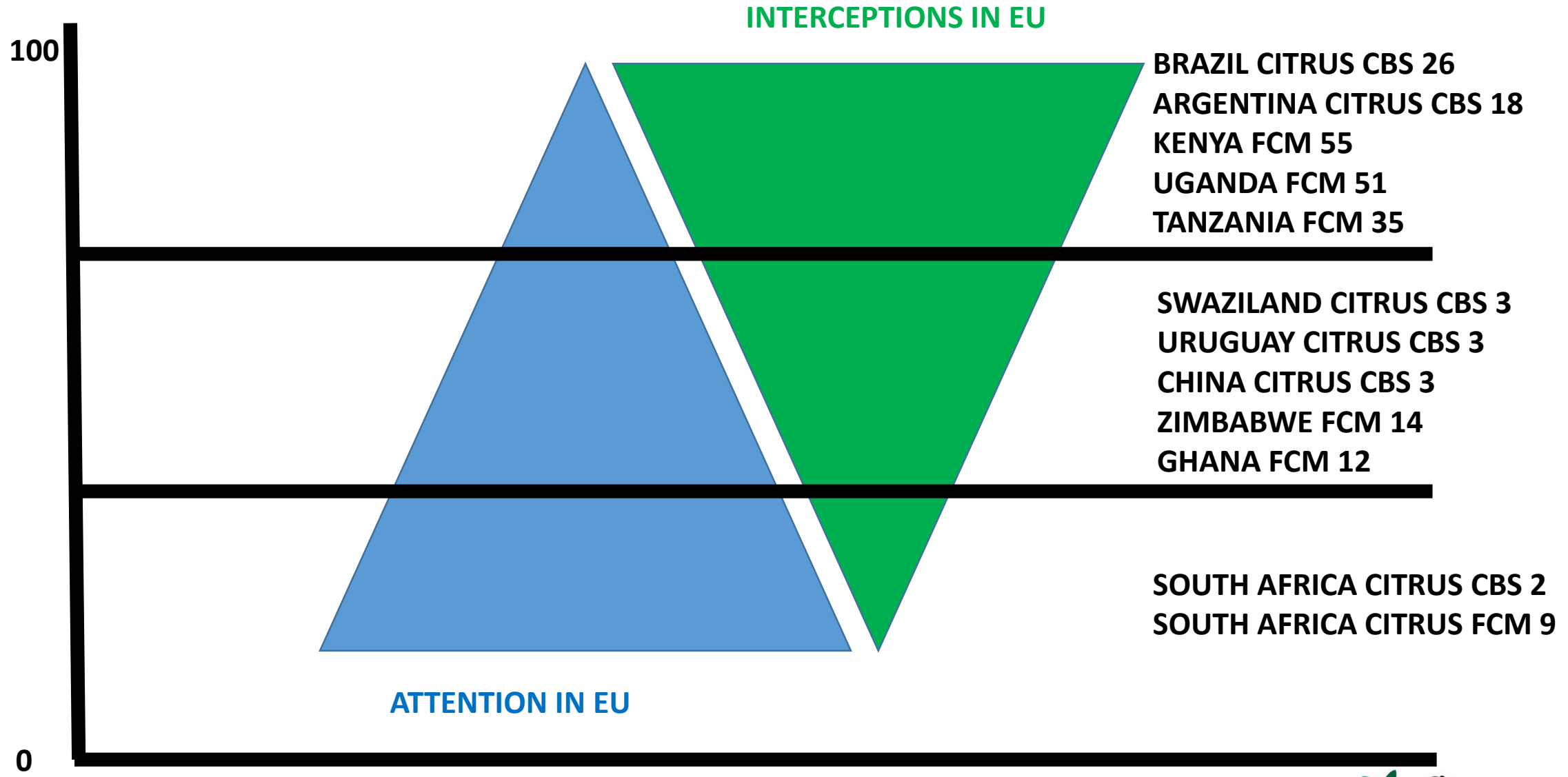


SUSTAINABILITY: WORKER WELFARE & ENVIRONMENT SIZA

- Established by Fruit South Africa
- Independent entity
- Includes environmental codes
- Reduce audits
- Relevant to South Africa
- Beyond Audits



SUSTAINABILITY: ECONOMIC - CITRUS GROWERS' ASSOCIATION



SUSTAINABILITY: ECONOMIC CITRUS GROWERS' ASSOCIATION

- Need to resolve technical dispute
 - Present unnecessary measures costing R1.84 billion per annum
 - Present unnecessary measures causing environmental harm
- Need to improve relations with Spain
 - EU-SA Dialogue Facility?
- Need to ensure revision of MRL's based on sound science and evidence

THANK YOU