PRODUCTION CHALLENGES FOR EXPORT AND LOCAL MARKETS AND HOW TO OVERCOME THESE CHALLENGES

By

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LOCATION

Figure 1. Alice/Kat river valley, Eastern Cape
CHALLENGES

1. Lack of unity
CHALLENGES

2. Lack of ownership
CHALLENGES

3. Lack of packing facility

- In order to maximize profit
- Investing on branding, logistics and value chain
- Communication
CHALLENGES

4. Lack of density volumes

- Access to finance
- Technical assistance
- Growers personal development
MODEL FOR DEVELOPMENT OF EMERGING CITRUS FARMERS

Markets (Exports & domestic) Volumes & quality

Area of management
- Technical
- Financial
- Management
- Strategic planning

Producer/Farmer (at different levels of development) 3 levels

Financing institutions co-operation/strategic partners e.g., Marketing agents for production inputs

CGA PPECB Government

Subsides (cover for risk that is development funding)

Contractors not for all farmers will require for this service (service providers)
There are 5 main types of citrus produced in SA

- Navels
- Soft citrus (Clems & Satsumas)
- Grapefruit
- Valencia
- Lemon

Emerging farmers concentrate on Navels i.e. Late navel cultivars, planted on their lands resulted to start picking late and also finish early in July. They are not planting in bulk for volume. There is a need for other cultivars which will extend their season.
# DISTRIBUTION OF EMERGING FARMERS IN THE ALICE/KAT VALLEY

<table>
<thead>
<tr>
<th>River Valley</th>
<th>No Farmers in valley</th>
<th>Original Ha citrus</th>
<th>Citrus with potential production Ha</th>
<th>Navels Ha</th>
<th>Clems Ha</th>
<th>Lemons Ha</th>
<th>Satsumas Ha</th>
<th>Valencia Ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kat River</td>
<td>16</td>
<td>345.4</td>
<td>280.2</td>
<td>219</td>
<td>34.2</td>
<td>0</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Tyume River</td>
<td>3</td>
<td>88.2</td>
<td>39.8</td>
<td>31</td>
<td>8.8</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Keiskamma River</td>
<td>5</td>
<td>144.6</td>
<td>119</td>
<td>113</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>24</strong></td>
<td><strong>578.2</strong></td>
<td><strong>439</strong></td>
<td><strong>363</strong></td>
<td><strong>49</strong></td>
<td><strong>0</strong></td>
<td><strong>12</strong></td>
<td><strong>3</strong></td>
</tr>
</tbody>
</table>
## DISTRIBUTION OF EMERGING FARMERS IN THE ALICE/KAT VALLEY

### ORCHARD SUMMARY

<table>
<thead>
<tr>
<th>Farm Name</th>
<th>Farm size</th>
<th>Original Ha citrus</th>
<th>Productive orchards</th>
<th>Ha need dev</th>
<th>Need dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kat River</td>
<td>459</td>
<td>345.4</td>
<td>168.6</td>
<td>282.2</td>
<td>61.5%</td>
</tr>
<tr>
<td>Tyume River</td>
<td>120</td>
<td>88.2</td>
<td>0</td>
<td>120</td>
<td>100%</td>
</tr>
<tr>
<td>Keiskamma River</td>
<td>181</td>
<td>144.6</td>
<td>54</td>
<td>91</td>
<td>50%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>760Ha</strong></td>
<td><strong>578.20Ha</strong></td>
<td><strong>258.6Ha</strong></td>
<td><strong>109.3Ha</strong></td>
<td></td>
</tr>
</tbody>
</table>
ADDRESSING CHALLENGES

- Form a central accountable organization

AIM
- To assist the development of sustainability commercial viable citrus production units in the Eastern Cape/Alice/Kat development area in the midlands, Sundays Valley, Addo, Kirkwood and Hankey i.e. Gamtoos Valley.
OBJECTIVES

- To serve as an instrument of negotiation in the best interest of the emerging citrus farmers/producers
- To liaise with the various groups within the industry as well as with government
- To lobby for the provision of appropriate services/utilizes available resources collectively e.g., Infrastructure, extension, finances and marketing
- To identify, quantify and address the needs of members
- To promote co-operation amongst members
STRATEGIC OBJECTIVES FOR FUTURE GROWTH

- Continuous improvement of the pack house and logistics
- Better balance among the different distribution channels
- Adjustment of cultivars setting for prolonging harvest
- Continuous review of the organization and planning development for internal HR
- Strengthening of the main communication drivers
  - super taste, unique territory, food safety and working together
STRATEGIC OBJECTIVES FOR FUTURE GROWTH

- Branding extension which will increase consumer loyalty
- Partnership and alliance with parties that are involved in the industry
- Continuous high involvement of the shareholders growers
- Creation of an increasingly strong sense of belonging
- Audit the results and benchmark marketing investment against alternative ones
INVolvement

There is a well-worn saying that in a breakfast of egg and bacon the chicken is involved and the pig is committed. In the citrus industry there are many stakeholders involved, but few are as committed as the growers.
IN CONCLUSION
THANK YOU

NDIYABULELA