

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

**By**

**Mpukane: Mphangeli**

# LOCATION

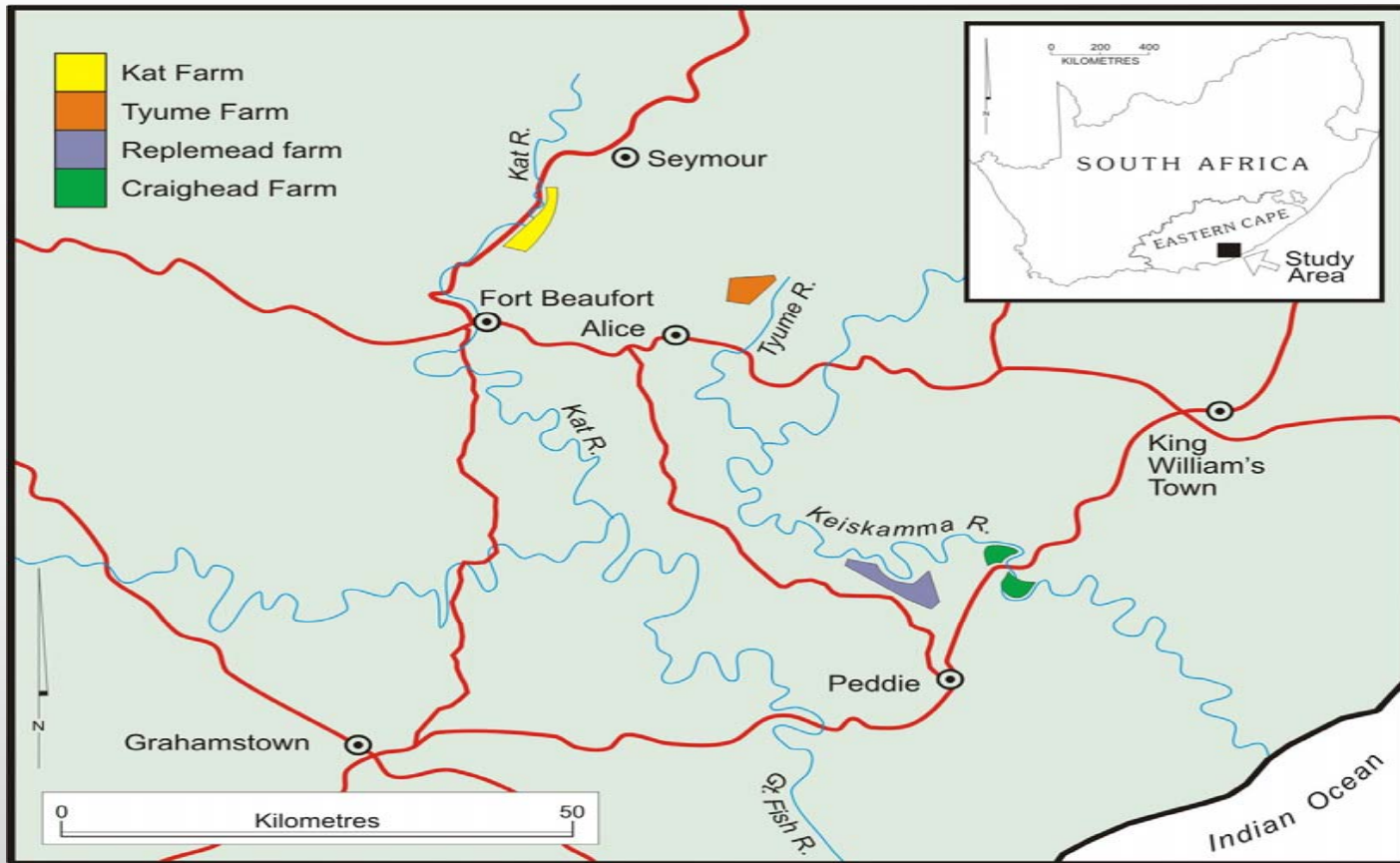
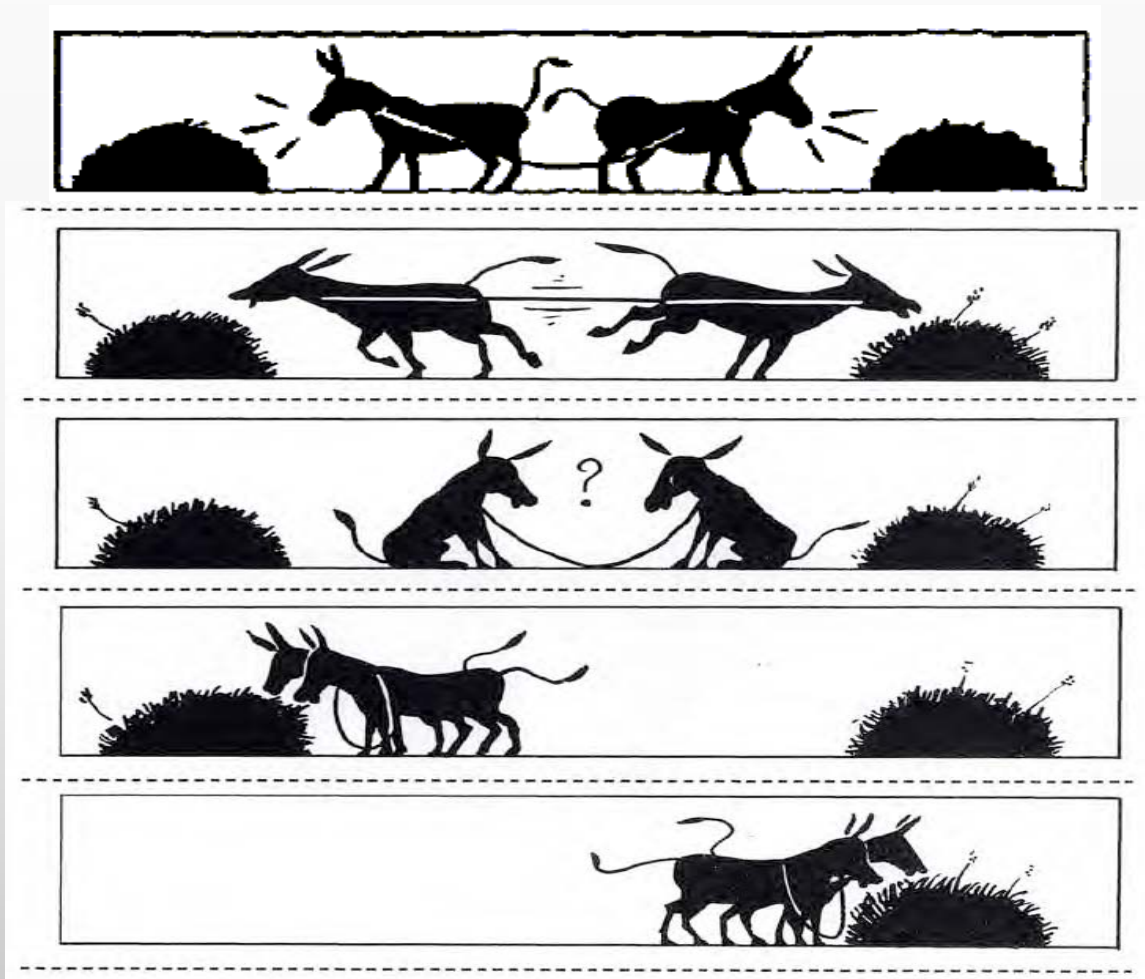


Figure 1. Alice/Kat river valley, Eastern Cape

# 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



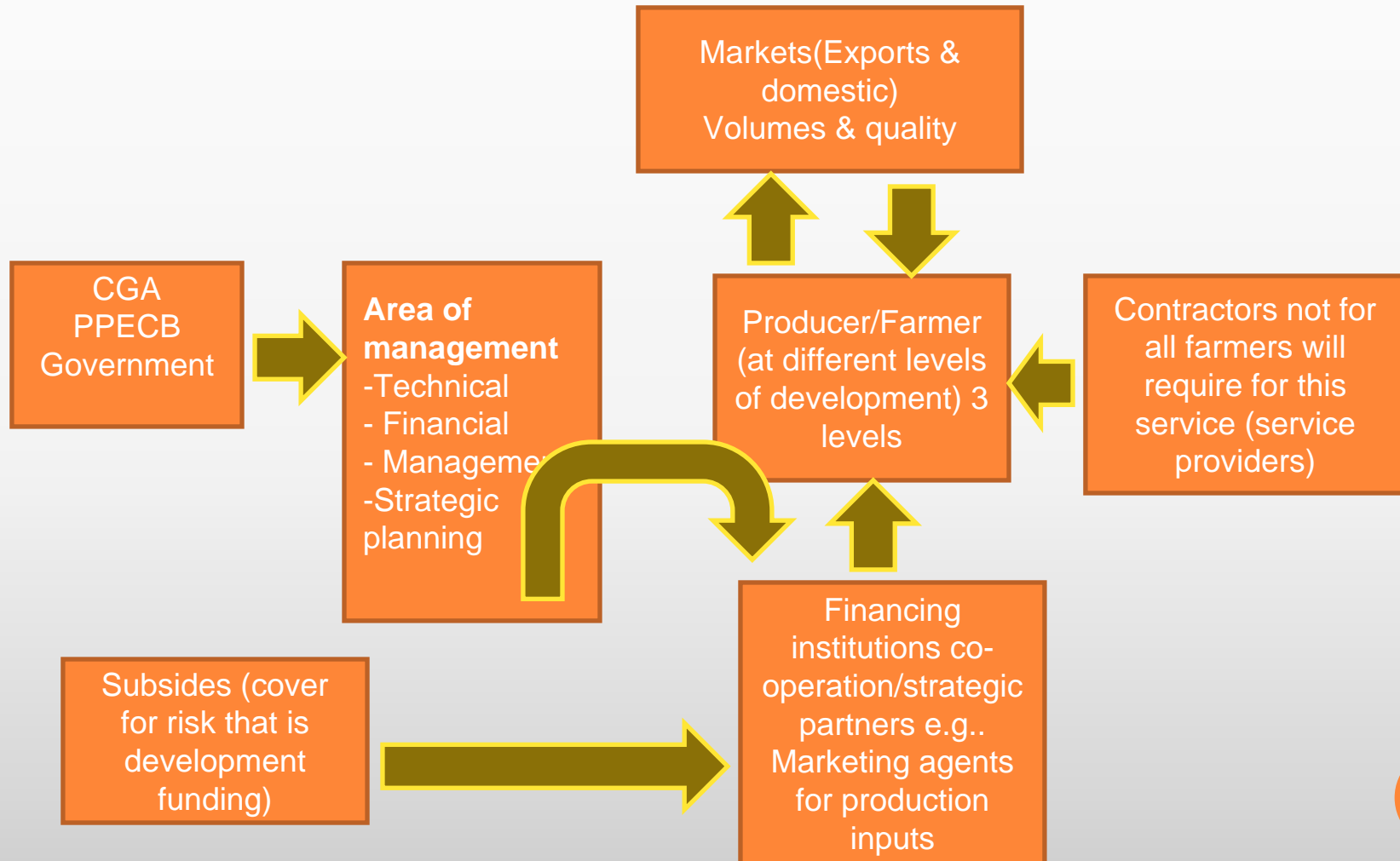
# CHALLENGES

## 4. Lack of density volumes

- Access to finance
- Technical assistance
- Growers personal development



# MODEL FOR DEVELOPMENT OF EMERGING CITRUS FARMERS



# 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

River Valley	No Farmers in valley	Original Ha citrus	Citrus with potential production Ha	Navels Ha	Clems Ha	Lemons Ha	Satsumas Ha	Valencia Ha
Kat River	16	345.4	280.2	219	34.2	0	12	0
Tyume River	3	88.2	39.8	31	8.8	0	0	0
Keiskamma River	5	144.6	119	113	6	0	0	3
<b>TOTAL</b>	<b>24</b>	<b>578.2</b>	<b>439</b>	<b>363</b>	<b>49</b>	<b>0</b>	<b>12</b>	<b>3</b>



# DISTRIBUTION OF EMERGING FARMERS IN THE ALICE/KAT VALLEY

## ORCHARD SUMMARY

<b>Farm Name</b>	<b>Farm size</b>	<b>Original Ha citrus</b>	<b>Productive orchards</b>	<b>Ha need dev</b>	<b>Need dev</b>
Kat River	459	345.4	168.6	282.2	61.5%
Tyume River	120	88.2	0	120	100%
Keiskamma River	181	144.6	54	91	50%
<b>TOTAL</b>	760Ha	578.20Ha	258.6Ha	109.3Ha	



# 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 serves 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**

