



## Citrus Marketing Forum



16 Nov 2012

### Contacts:

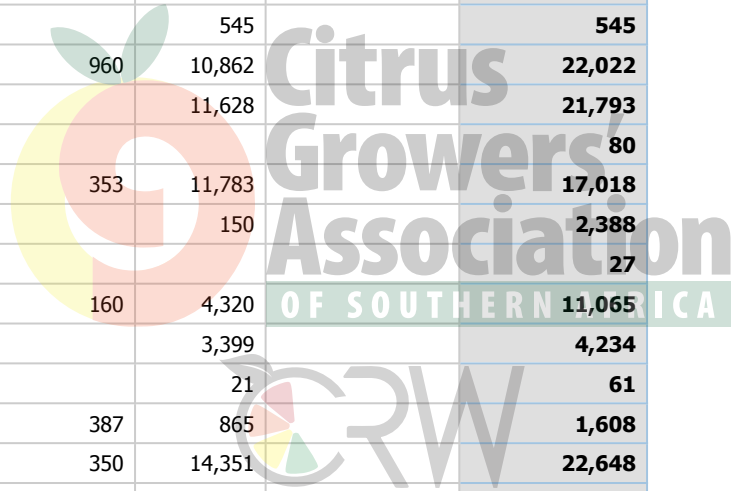
John Edmonds Tel: (031) 765-2514; E-mail: [johne@cga.co.za](mailto:johne@cga.co.za)  
Gloria Smail Tel: (031) 765-2514; E-mail: [gloria@cga.co.za](mailto:gloria@cga.co.za)

### For Reference:

Product	Standard Carton Mass	# of Cartons per Pallet
Grapefruit	15 kg	70
Lemons	15 kg	70
Oranges	15 kg	70
Soft Citrus	15 kg	60

## Lemons Passed for Export: Current Season per Size-Count

Equivalent Cartons By Size-Count	EUREKA	EUREKA SEEDLESS	LEMON	SEEDLESS LEMON	Total per Count
15	11				11
30	719				719
32	3,912		12,662		16,574
34	11				11
35	1,826	860	1,920		4,606
36	6,269		11,941		18,210
37	37				37
38	115				115
39			545		545
40	10,200	960	10,862		22,022
42	10,165		11,628		21,793
44	80				80
45	4,882	353	11,783		17,018
48	2,238		150		2,388
49	27				27
50	6,585	160	4,320		11,065
52	835		3,399		4,234
54	40		21		61
55	356	387	865		1,608
56	7,947	350	14,351		22,648
60	3,386		65		3,451
62	80		108		188
64	117,983	2,719	132,075	80	252,857
65	130		8		138
70	1,936		5,719		7,655
72	8,411	210	6,967		15,588
74	210				210
75	249,183	4,006	357,166		610,355
80	3,064		7,143		10,207
81	260		195		455
84	5,265		11,785		17,050



## Lemons Passed for Export: Current Season per Size-Count

Equivalent Cartons By Size-Count	EUREKA	EUREKA SEEDLESS	LEMON	SEEDLESS LEMON	Total per Count
88	438,886	6,821	498,779	225	<b>944,711</b>
89			80		<b>80</b>
90	19,465	286	7,929		<b>27,680</b>
96	3,520	179	11,700		<b>15,400</b>
100	555,811	3,216	635,168	80	<b>1,194,275</b>
102	815		375		<b>1,190</b>
105	2,512		450		<b>2,962</b>
110	68		70	65	<b>203</b>
112	80		1,240		<b>1,320</b>
113	973,022	8,008	1,119,458	160	<b>2,100,648</b>
115	28		80		<b>108</b>
119	10,870		675		<b>11,545</b>
120	15,858	878	32,355	130	<b>49,221</b>
123	123				<b>123</b>
125	15,598		2,880		<b>18,478</b>
132			910		<b>910</b>
133	160				<b>160</b>
135	460		273		<b>733</b>
138	880,212	2,741	1,188,064	145	<b>2,071,162</b>
140	180				<b>180</b>
144	5,349		1,900		<b>7,249</b>
150		138	90		<b>228</b>
156	195				<b>195</b>
160			480		<b>480</b>
162	611,491	1,499	808,453		<b>1,421,443</b>
165	6				<b>6</b>
175			210		<b>210</b>
180	80		20		<b>100</b>
189	356,326	799	496,592		<b>853,717</b>
198	240		418		<b>658</b>
216	202,198	192	288,797		<b>491,187</b>

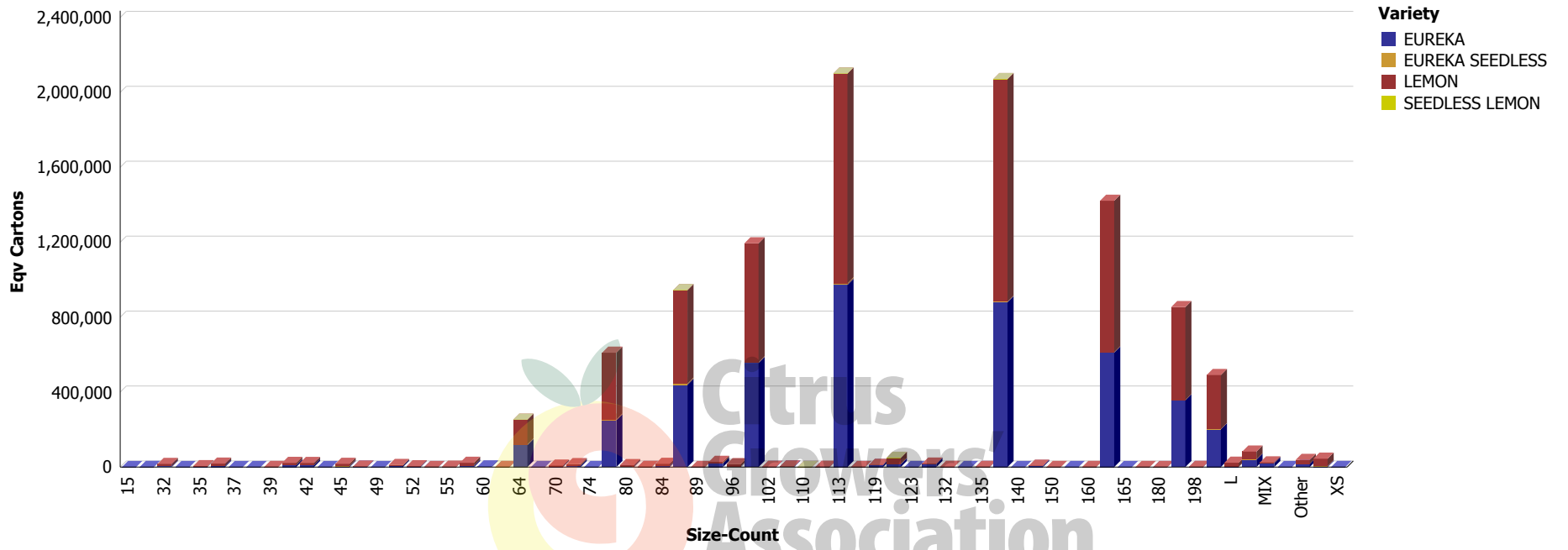
## Lemons Passed for Export: Current Season per Size-Count

Equivalent Cartons By Size-Count	EUREKA	EUREKA SEEDLESS	LEMON	SEEDLESS LEMON	Total per Count
L	1,144	1,112	20,845		<b>23,101</b>
M	40,139	1,026	41,357		<b>82,522</b>
MIX	19,516		5,261		<b>24,777</b>
NA	18				<b>18</b>
Other	16,780	16	21,112		<b>37,909</b>
S	4,749	164	39,765		<b>44,678</b>
XS	533				<b>533</b>
<b>Total</b>	<b>4,622,595</b>	<b>37,080</b>	<b>5,831,464</b>	<b>885</b>	<b>10,492,024</b>

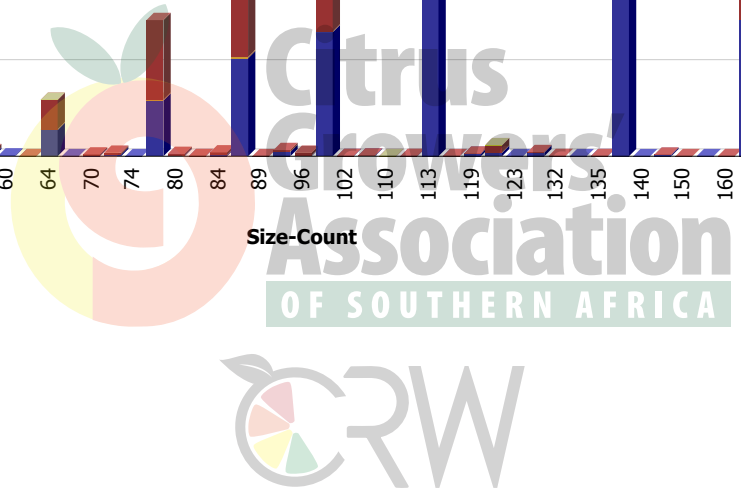
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### Lemons Passed for Export: Current Season per Size-Count

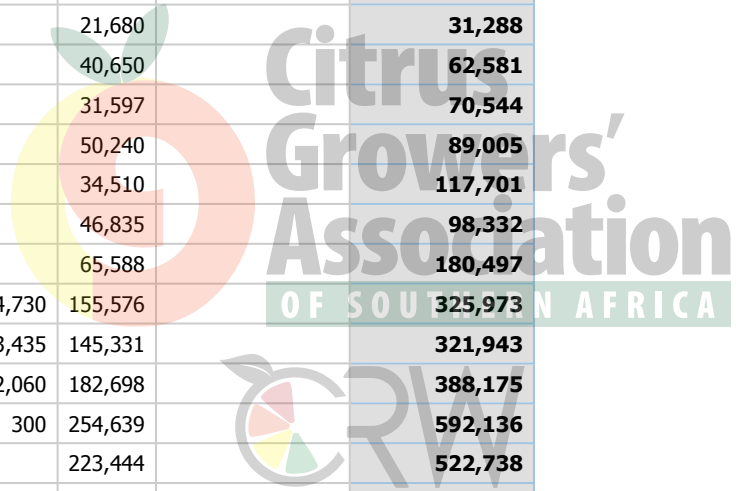


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## Lemons Passed for Export: Current Season per Variety

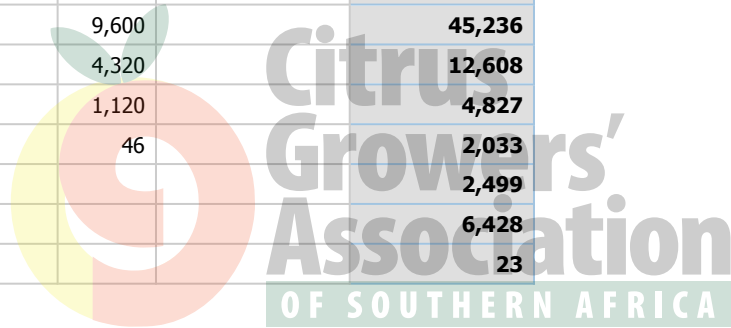
Equivalent Cartons By Weeks	EUREKA	EUREKA SEEDLESS	LEMON	SEEDLESS LEMON	Total per Week
1	665				665
2	917				917
3	901				901
4	1,071				1,071
5	3,672		310		3,982
6	3,321		2,000		5,321
7	9,772		14,400		24,172
8	7,218		13,680		20,898
9	9,608		21,680		31,288
10	21,931		40,650		62,581
11	38,948		31,597		70,544
12	38,765		50,240		89,005
13	83,191		34,510		117,701
14	51,496		46,835		98,332
15	114,910		65,588		180,497
16	165,666	4,730	155,576		325,973
17	173,177	3,435	145,331		321,943
18	203,417	2,060	182,698		388,175
19	337,197	300	254,639		592,136
20	299,294		223,444		522,738
21	265,377	1,912	298,630		565,919
22	226,635	3,112	302,992		532,740
23	172,738	4,472	276,228	805	454,244
24	142,541	3,031	265,981	80	411,632
25	103,196	4,459	259,741		367,396
26	199,691	2,011	295,418		497,120
27	321,632	3,579	349,150		674,361
28	274,006	820	464,839		739,665
29	203,083	322	325,362		528,767
30	243,080	2,597	364,014		609,690
31	189,558	240	375,971		565,769



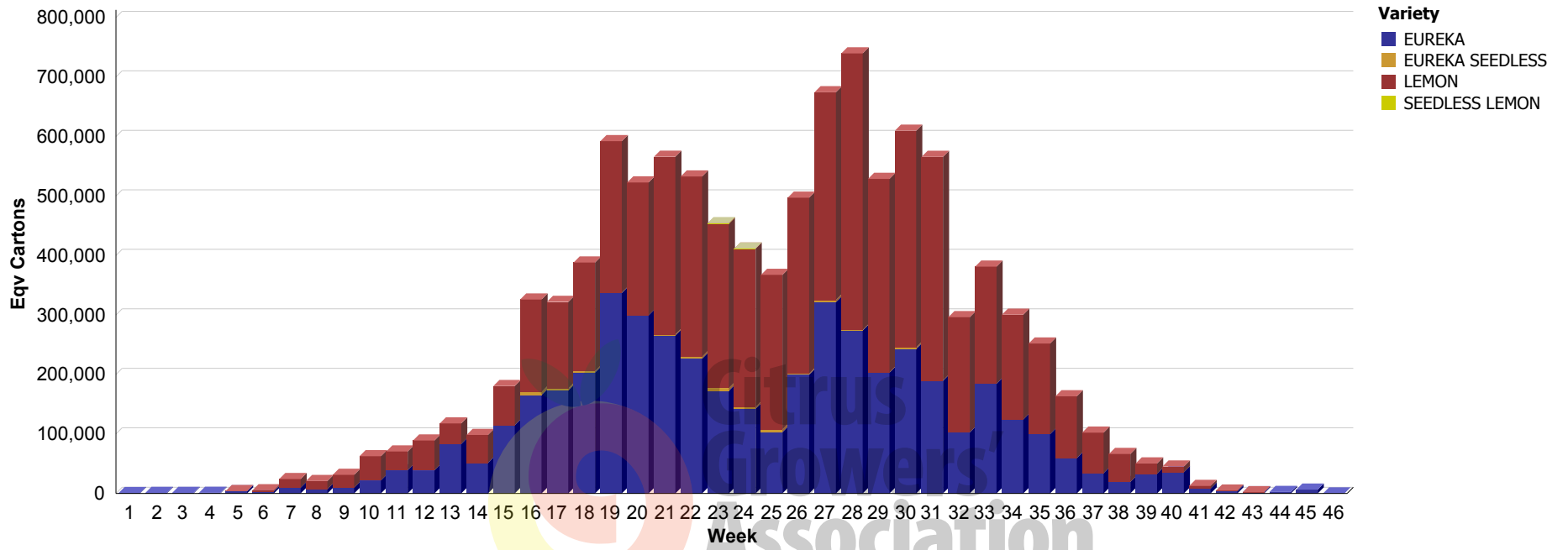
## Lemons Passed for Export: Current Season per Variety

Equivalent Cartons By Weeks	EUREKA	EUREKA SEEDLESS	LEMON	SEEDLESS LEMON	Total per Week
32	102,713		193,577		<b>296,290</b>
33	184,580		196,642		<b>381,222</b>
34	124,203		176,265		<b>300,468</b>
35	99,761		152,225		<b>251,986</b>
36	59,522		103,756		<b>163,278</b>
37	34,272		67,950		<b>102,223</b>
38	19,234		47,118		<b>66,352</b>
39	33,072		17,340		<b>50,412</b>
40	35,636		9,600		<b>45,236</b>
41	8,288		4,320		<b>12,608</b>
42	3,707		1,120		<b>4,827</b>
43	1,987		46		<b>2,033</b>
44	2,499				<b>2,499</b>
45	6,428				<b>6,428</b>
46	23				<b>23</b>

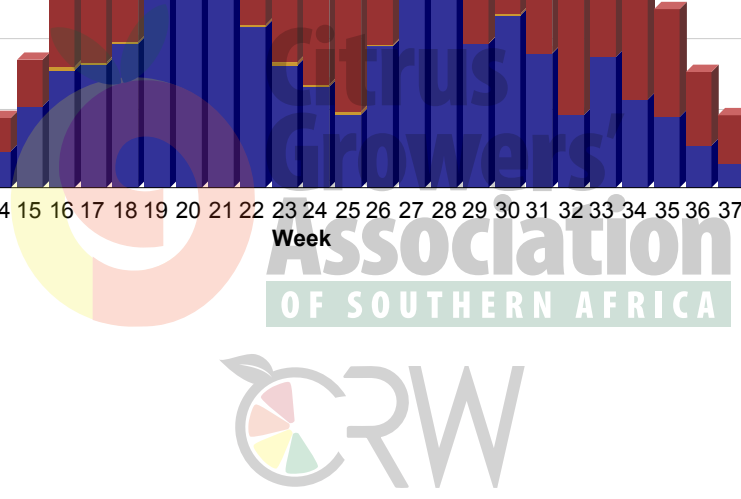
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# Lemons Passed for Export: Current Season per Variety



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## Lemons Passed for Export: Current Season vs Previous Seasons per Variety

### Last Three Seasons Year to Date

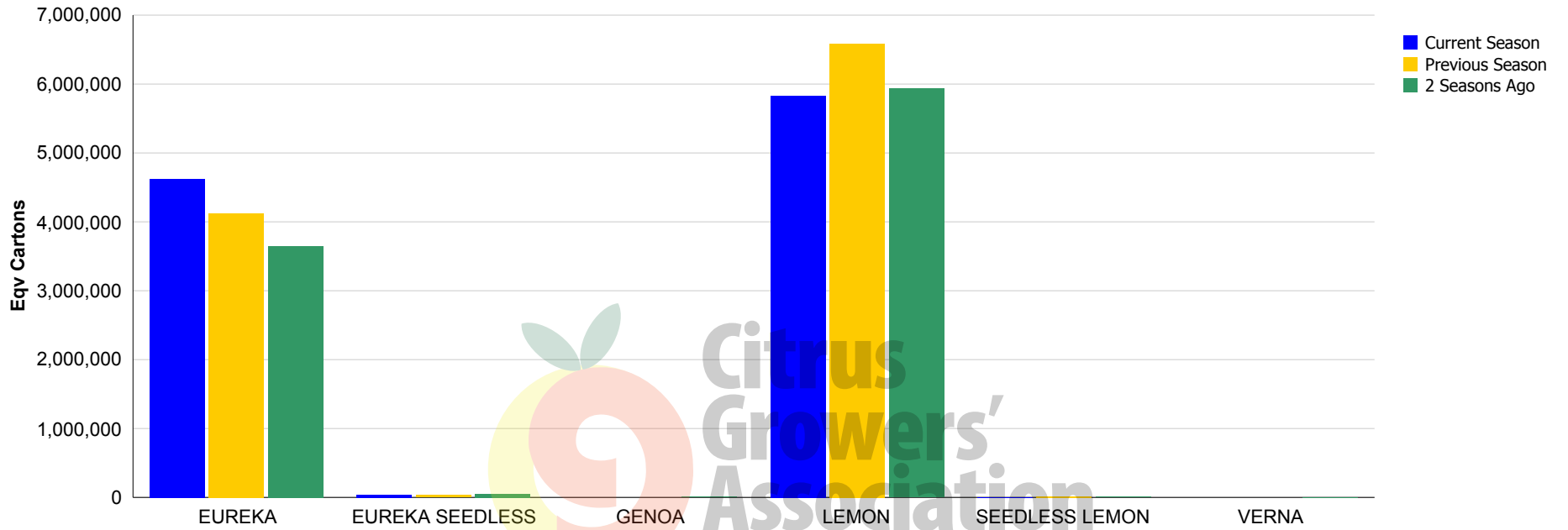
Eqv Ctns By Variety	Current Season	Previous Season	2 Seasons Ago
EUREKA	4,622,572	4,125,591	3,647,715
EUREKA SEEDLESS	37,080	34,249	52,699
GENOA			9,190
LEMON	5,831,464	6,587,770	5,933,138
SEEDLESS LEMON	885	16,630	8,340
VERNA			960
<b>YTD Total</b>	<b>10,492,001</b>	<b>10,764,240</b>	<b>9,652,041</b>

Figures are shown to the last full week. 16 Nov 2012 8:54:17 AM

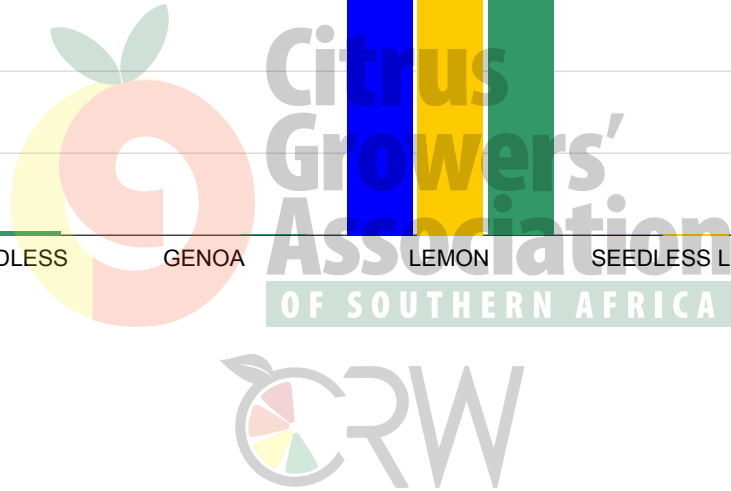


# Lemons Passed for Export: Current Season vs Previous Seasons per Variety

## Last Three Seasons Year to Date

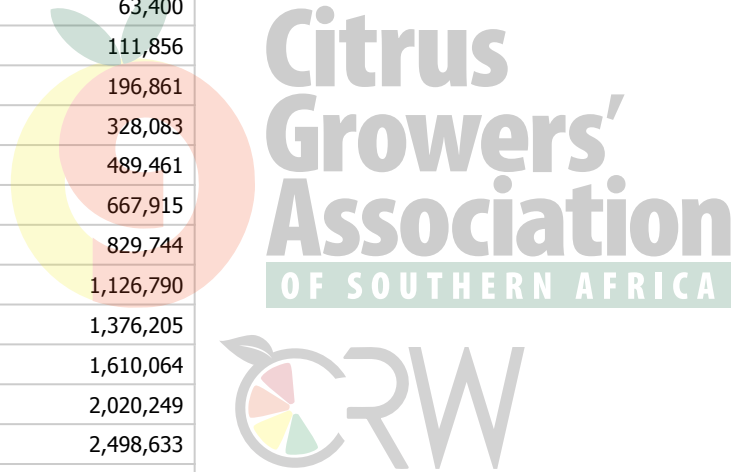


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## Lemons Passed for Export: Current Season vs Previous Season

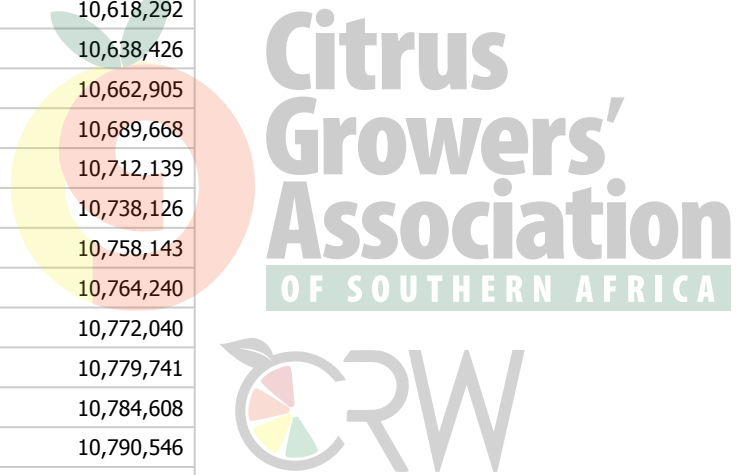
Week	Current Season		Previous Season	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
1	665	665	794	794
2	917	1,582	920	1,714
3	901	2,483	804	2,518
4	1,071	3,553	487	3,005
5	3,982	7,535	4,697	7,702
6	5,321	12,856	10,349	18,051
7	24,172	37,028	15,347	33,398
8	20,898	57,926	30,002	63,400
9	31,288	89,214	48,456	111,856
10	62,581	151,795	85,005	196,861
11	70,544	222,340	131,222	328,083
12	89,005	311,344	161,378	489,461
13	117,701	429,045	178,453	667,915
14	98,332	527,376	161,829	829,744
15	180,497	707,874	297,047	1,126,790
16	325,973	1,033,846	249,415	1,376,205
17	321,943	1,355,789	233,859	1,610,064
18	388,175	1,743,964	410,185	2,020,249
19	592,136	2,336,100	478,384	2,498,633
20	522,738	2,858,838	515,623	3,014,256
21	565,919	3,424,757	674,179	3,688,435
22	532,740	3,957,497	512,307	4,200,742
23	454,244	4,411,740	473,455	4,674,197
24	411,632	4,823,373	478,983	5,153,179
25	367,396	5,190,769	569,765	5,722,945
26	497,120	5,687,889	694,340	6,417,285
27	674,361	6,362,249	796,386	7,213,671
28	739,665	7,101,915	788,362	8,002,032
29	528,767	7,630,681	681,600	8,683,632
30	609,690	8,240,372	445,562	9,129,195



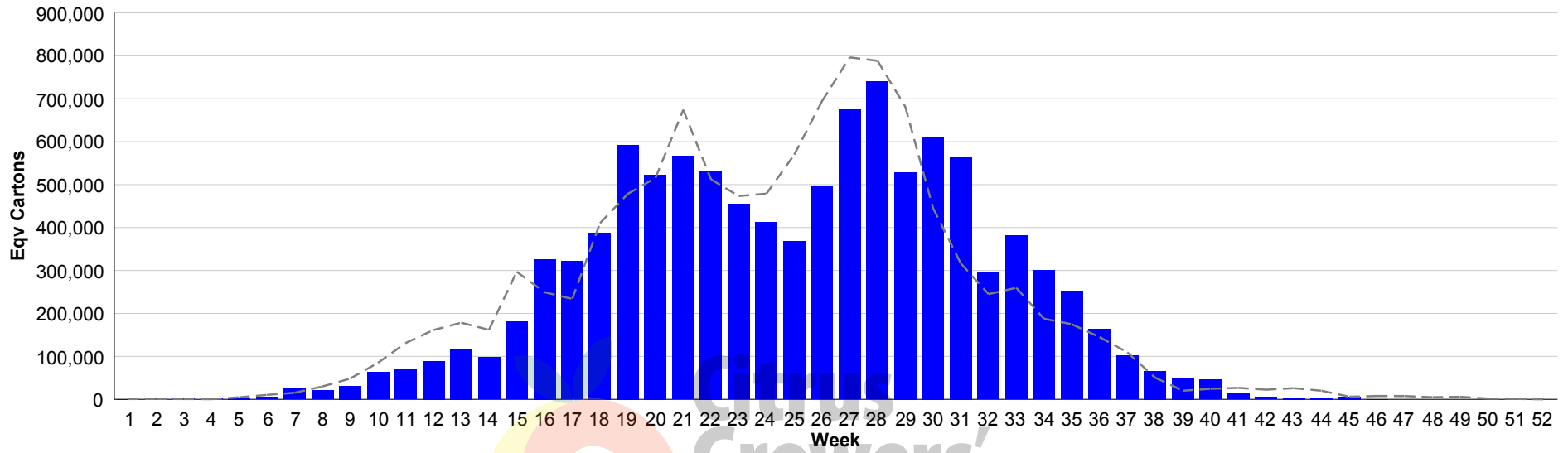
## Lemons Passed for Export: Current Season vs Previous Season

Week	Current Season		Previous Season	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
31	565,769	8,806,141	316,617	9,445,811
32	296,290	9,102,430	245,046	9,690,857
33	381,222	9,483,652	259,783	9,950,641
34	300,468	9,784,121	187,659	10,138,300
35	251,986	10,036,107	174,875	10,313,175
36	163,278	10,199,385	144,917	10,458,092
37	102,223	10,301,608	109,572	10,567,665
38	66,352	10,367,959	50,627	10,618,292
39	50,412	10,418,371	20,134	10,638,426
40	45,236	10,463,607	24,479	10,662,905
41	12,608	10,476,214	26,763	10,689,668
42	4,827	10,481,041	22,471	10,712,139
43	2,033	10,483,075	25,987	10,738,126
44	2,499	10,485,574	20,017	10,758,143
45	6,428	10,492,001	6,097	10,764,240
46	23	10,492,024	7,800	10,772,040
47			7,701	10,779,741
48			4,867	10,784,608
49			5,938	10,790,546
50			1,802	10,792,348
51			1,016	10,793,364
52			181	10,793,545

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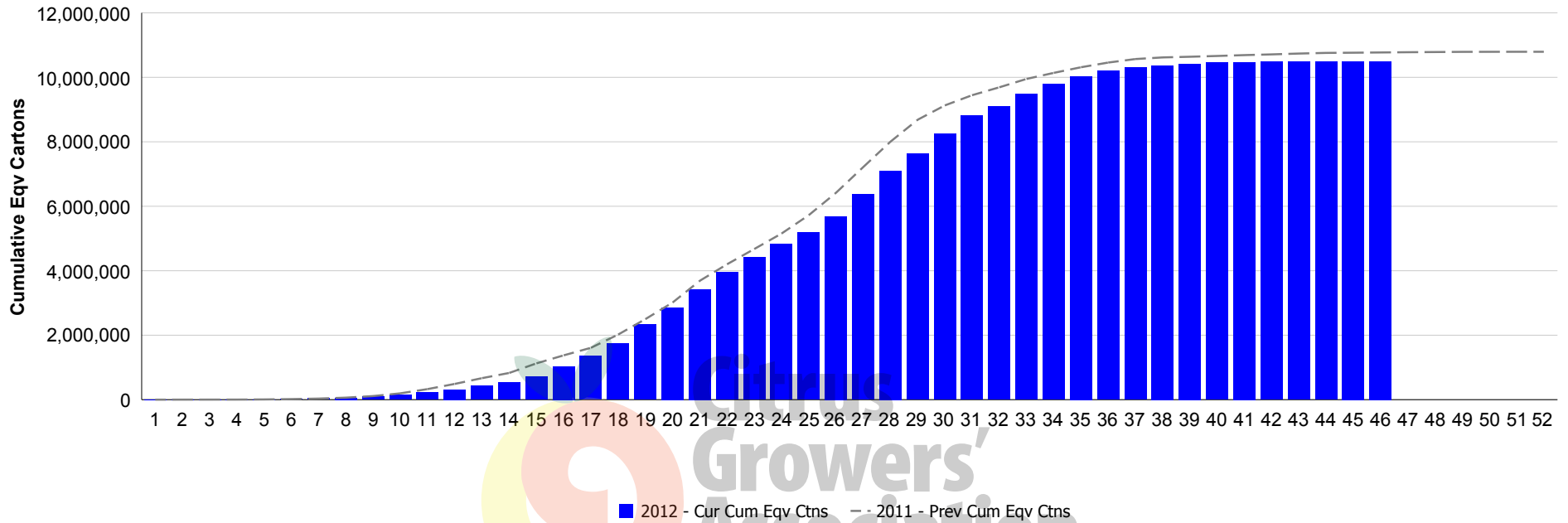


### Lemons Passed for Export: Current Season vs Previous Season



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### Lemons Passed for Export: Current Season vs Previous Season - Cumulative Volume



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