



Global citrus juice conference in Cape Town

The first Global Citrus Conference (GCC), held in Cape Town at the Bay Hotel, has been dubbed a rousing success. The conference, which was attended by more than 250 delegates, was praised for its quality and relevant presentations, seamless organisation and an outstanding venue.

Themed 'Cultivating new ideas: Growing together', the event was a great opportunity for the global citrus industry to get together for business and networking during one of the world's greatest sporting events, the 2010 FIFA world cup.

Conference organiser, Elize Noel, was quoted in a press statement released after the event saying, as one of the top two citrus producers in the world, South Africa was the ideal location to host this event.

South Africa comes second to Spain as the largest exporter of citrus fruit in the world and biggest citrus exporter in the southern hemisphere.

Quoted in the statement, Justin Chadwick, CEO of the Citrus Growers' Association (CGA), said the content of the presentations was excellent, and provided much food for thought: "The conference exceeded our expectations and objectives, which were to hold a citrus-specific conference, with new speakers and topics offering useful and original insights," Chadwick said.

The presentations by both local and international speakers highlighted many of the most pressing issues facing the industry today, from transport and logistical challenges, to ethical fruit production and the impact of foreign producers on South Africa's exports.

The weather in Cape Town played its part and once the formal activities of the day were over, delegates enjoyed sundowners against the backdrop of magnificent sunsets over the sea, the vibrant performance by the Circle of Sunshine and the opportunity to network with peers from all over the world. **M&J**