



CGA Grower Development Company

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CGA Transformation Manager

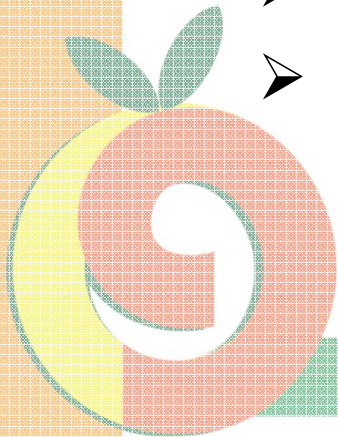


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Transformation

Introduction

- CGA Strategic Workshop 2013 – top ranked issues:
 - Government relations
 - Structure of CGA Board
 - Transformation and land reform
 - CGA / grower alignment
 - Market access
- Presentation focus:
 - Transformation & land reform
 - Other areas as applicable



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Transformation Interventions

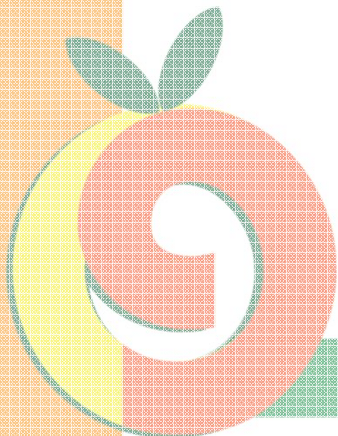
- Establishment of the Citrus Grower Development Chamber
- Interaction with DAFF, DRDLR, PDAs & other relevant departments
- Mentorship
- Land reform support
- Facilitating recapitalisation funding
- Extension services
- Establishment of grower study groups



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Emerging Grower Survey

- 118 black citrus growers surveyed
- Critical weaknesses:
 - Management and administration
 - Funding
 - Support services – business and technical
 - Extension
 - Marketing
 - Infrastructure

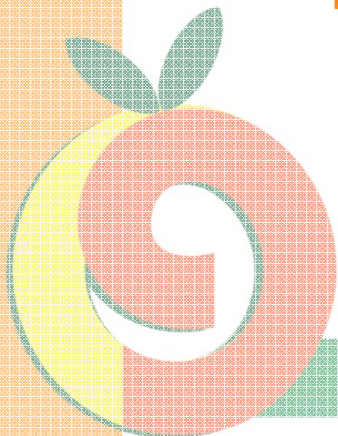


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Survey Outcome Recommendation

Citrus Grower Development Chamber
proposed the establishment of:

**CGA Grower
Development Company**



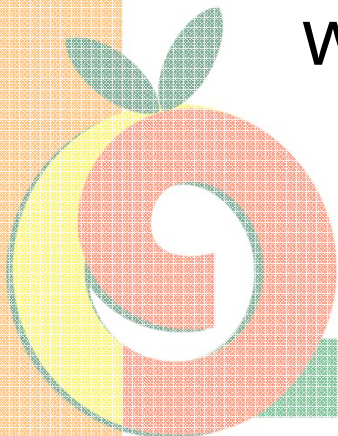
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CGA Grower Development Company

Mission:

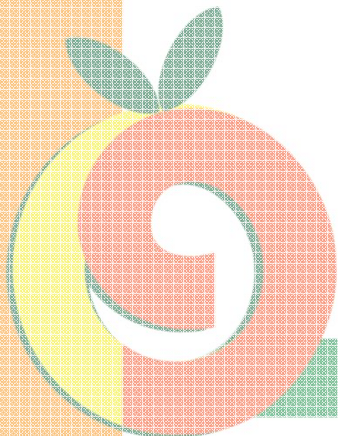
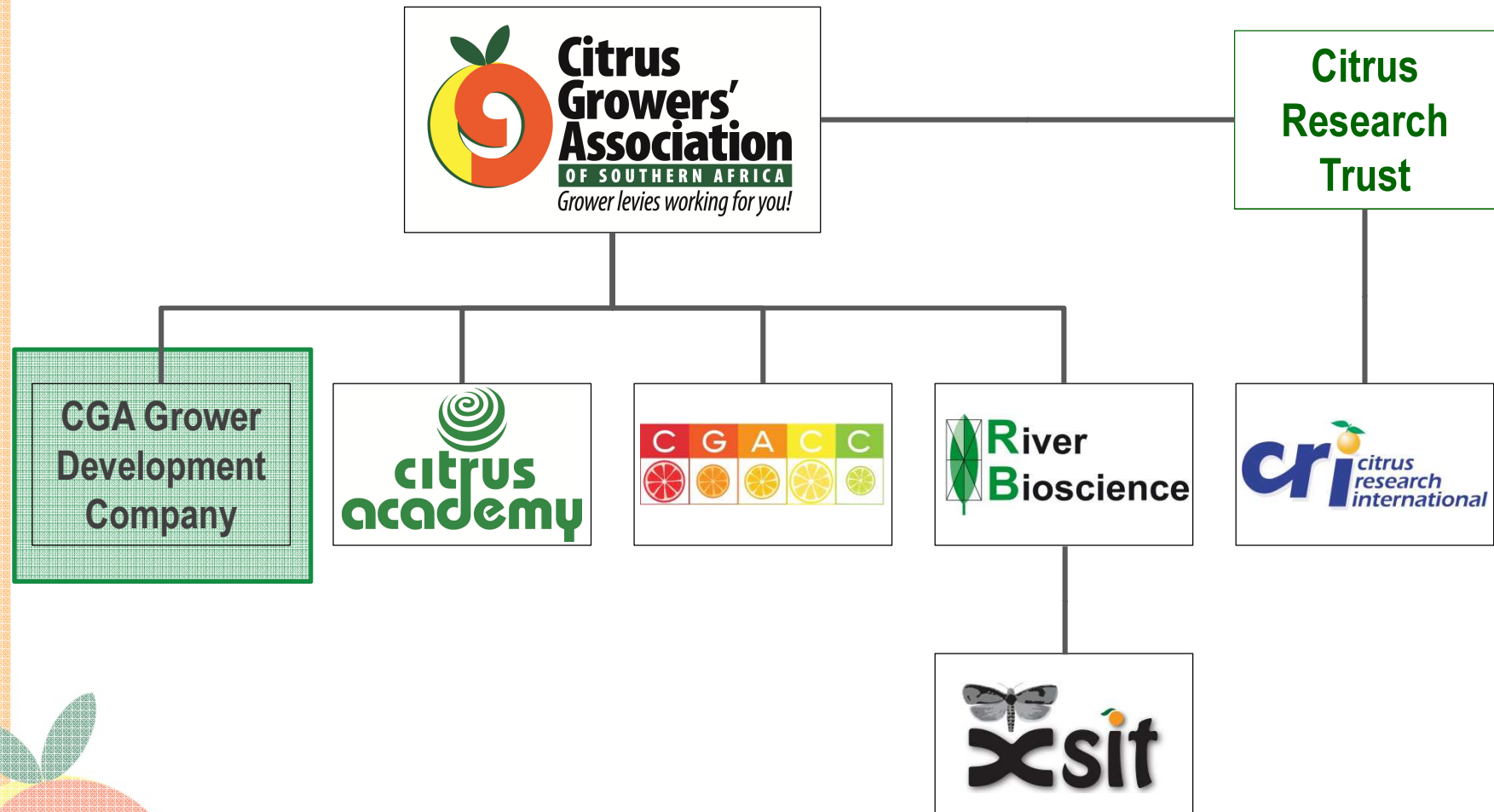
To support the establishment and growth of sustainable and profitable black citrus growers with market linkages to ensure food security, jobs and wealth creation.

CGA Grower Development Co. to be aligned with NAMC transformation guidelines.



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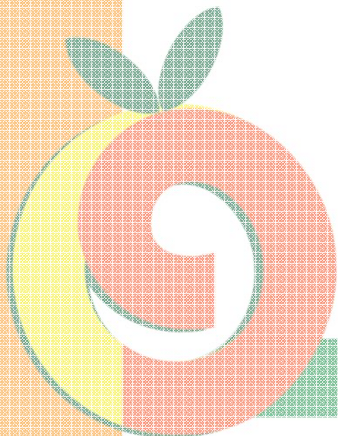
Group Structure



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Development Company Business Model

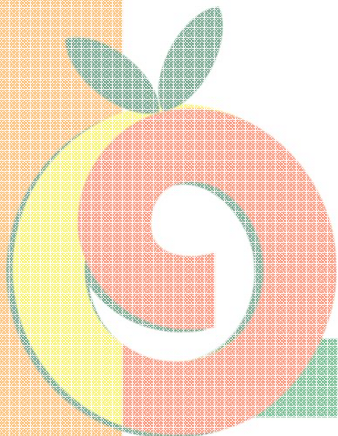
- Subsidiary of CGA
- Own Board of Directors
- Not for Profit Company
 - Provides opportunity for raising grant funds



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Development Company Functions

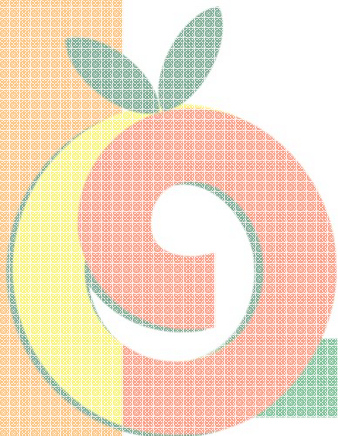
- Production infrastructure and technical support
- Facilitate production and business management
- Facilitate funding – grants and loans
- Facilitate access to markets
- Social facilitation



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Focus at Establishment

- Access to funding: business plans
- Access to production & technical support:
 - Study groups
 - Mentorship
 - Extension
- Access to business management support
- Advocacy to harness other relevant support



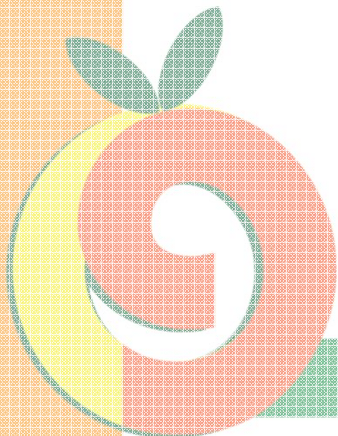
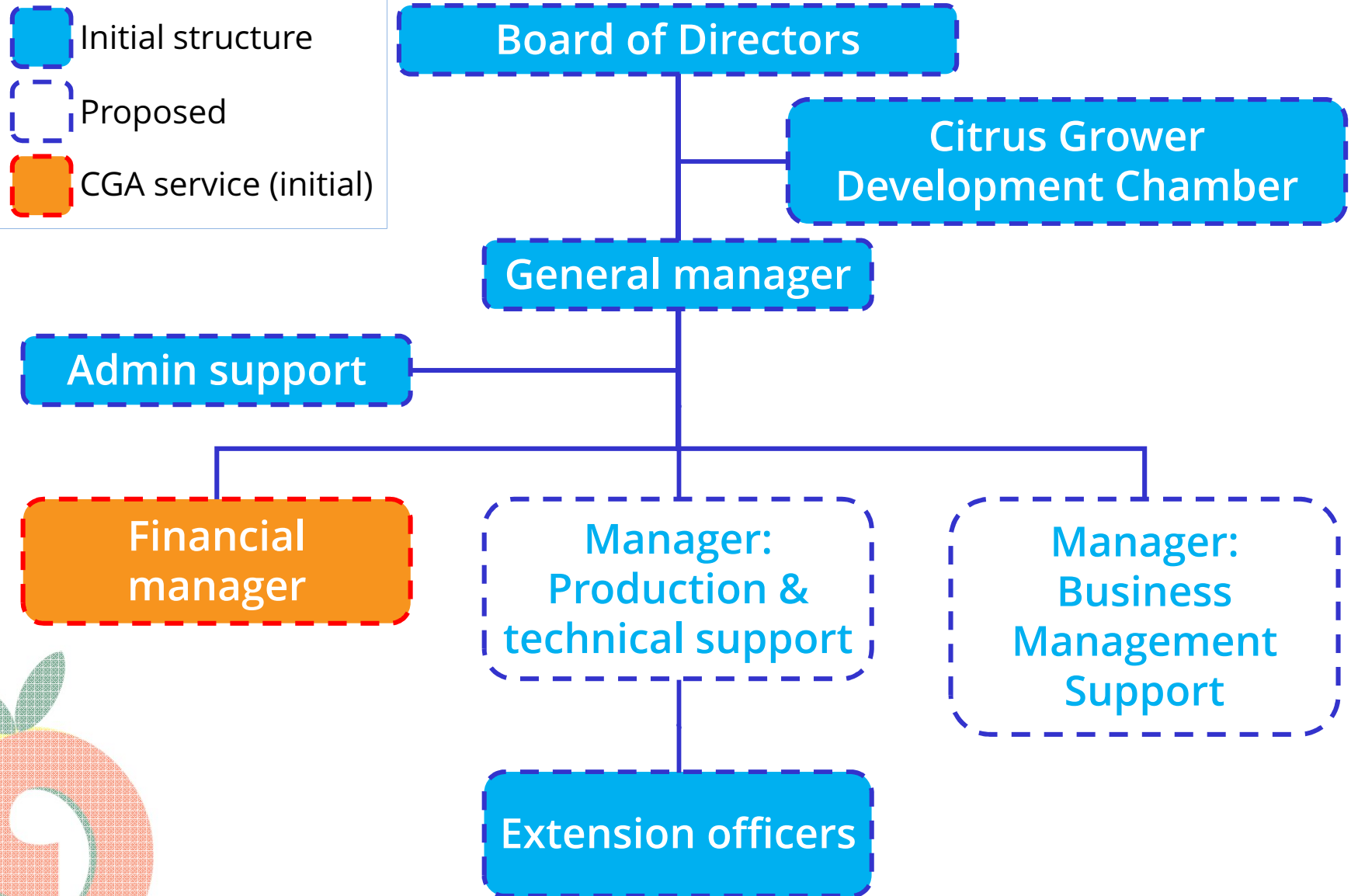
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Development Company Structure

 Initial structure

 Proposed

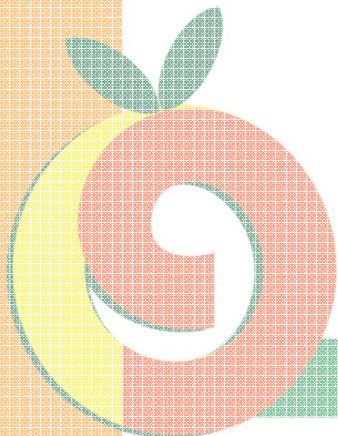
 CGA service (initial)



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Funding

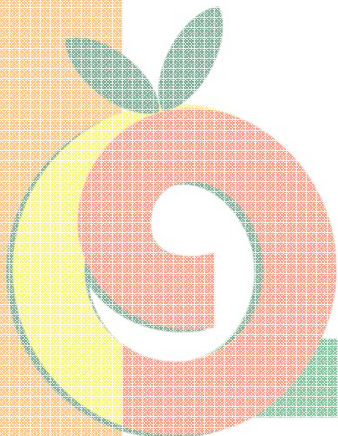
- CGA funding – R26 million over 4 years
- Grants



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Expected Benefits of Company

- Interact with all levels of Government
- Increase production and employment
- Operate in all citrus producing areas
- Contribute to resolving social problems where they exist in the industry
- Will promote involvement of women, youth and disabled persons
- Will promote sustainability



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Thank you

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