**LAEVELD SITRUS – CITRASHINE SOCCER TEAM**

*Submitted by Alexan Coetzer – CGA Regional Administrator, Letsitele*

*Information supplied by Evert Louw, Laeveld Sitrus*

Fruit growers Laeveld Sitrus is located in Letsitele in the Limpopo province, a prosperous citrus-growing area in South Africa. Established in 1991, the company primarily specialises in growing grapefruits and oranges for the Sungold and Vorster labels, which are marketed by Total Produce B.V. They recently started producing mandarins, pomegranates and avocados. Laeveld Sitrus is a completely independent family-run business that is currently being run by the third generation. For all these generations, the company has been a socially conscientious employer that offers certainty to the local population and has a significant impact on the development of the area in which it produces its fruit.

Laeveld Sitrus started the soccer team for their Packhouse workers in 2016 as their part toward community wellbeing and upliftment. The idea behind it is not entirely new as there has been a Phunekane league going for a couple of years. This league encourages farms to compete against each other over the course of the season for a cash prize at the end of the tournament. Evert Louw, Packhouse Manager of Laeveld Sitrus said “We felt by helping and contributing to the community in this way we can do our bit for wellbeing fitness and general worker morale.”

Laeveld took it a step further by getting suppliers involved and giving the team a sense of ownership by getting them kitted out with decent clothing and shoes both for training and match days. They have appointed a coach for themselves and even a team manager who sorts out the nitty gritty like transport, laundering etc…

Laeveld Sitrus are in the process of making a new soccer field for the soccer team, the existing ground is fine but lacks toilets, water and decent fencing. They arrange transport for the team and a fair amount of supporters to the games, if they really do excel in the league there is of course the opportunity for them to play against other clubs in the region too.

The company who assist with sponsoring the uniforms is **Citrashine** – suppliers of Post harvest Treatments for Fruit and Vegetables. Since 1962, growers and packers around the world have trusted **CITRASHINE**® with the fruits of their labour, so with over 50 years' experience in the post-harvest agricultural sector **CITRASHINE**® is firmly entrenched in the local market place with exceptional quality products and reliable after sale service. **CITRASHINE**® products include a range of waxes specially formulated with natural and purified ingredients and emulsifying agents water-soluble for the treatment of fruit and vegetables. All ingredients are approved for food use and are listed in European Directive No. 95/2/EC. **CITRASHINE**® is a coating agent based on shellac and polyethylene oxide. The product restores the natural protective film removed during the washing and brushing, applied on the fruit improves the appearance delaying the aging process, and increases its resistance to dressing. The coating also controls weight loss and dehydration of fruits, thus increasing the shelf life of fruit and vegetables.

