



Full Name:

A Citrus Symphony:

How Industries are Orchestrating a Future of Unity and Prosperity.

Date:

Workbook

06.2023

Wealth of Health • Wealth of Health • Wealth of Hea





First Name: Last Name: Your Message

Email: Organisation

Contact Number: Solution of Intrest

Contact Us sales@katlego.co.za

1. Research and Innovation

- Identify key areas for collaborative research, such as disease-resistant citrus varieties or innovative pest control methods.
- Encourage partnerships between growers, scientists, and technologists to drive innovative solutions.
- Leverage research partnerships to develop new technologies that improve efficiency and reduce costs.

Pillar	Challenge Examples	Possible Partnership Ideas
Research & Innovation	Developing new disease-resistant citrus varieties	Partner with universities and research institutions to fund and conduct joint research
	Improving pest and disease control methods	Collaborate with pest control companies to develop environmentally-friendly solutions

2. Knowledge Sharing

- Host conferences, seminars, and digital platforms to promote the sharing of information, experiences, and best practices.
- Facilitate workshops and training sessions to help growers learn from one another and improve their practices.
- Standardize industry-wide knowledge-sharing initiatives to foster a global community of citrus growers.

Pillar	Challenge Examples	Possible Partnership Ideas
Knowledge Sharing	Encouraging best practice sharing	Host a digital platform for growers to exchange tips and experiences
	Improving industry education and training	Partner with vocational schools and universities to offer specialized citrus courses

3. Market Regulation

Develop policies and practices to manage pricing and distribution, preventing market saturation and ensuring fair profits for all growers.
Collaborate with industry associations to monitor market trends and respond to changes in supply and demand.
Advocate for policies that protect the interests of citrus growers and help them to remain competitive in a global market.

Pillar	Challenge Examples	Possible Partnership Ideas
Market Regulation	Managing pricing and distribution	Work with industry groups to standardize pricing models and prevent market saturation
	Creating more equitable profits for growers	Partner with cooperatives and industry groups to advocate for fair prices for all growers

4. Environmental Sustainability

Promote sustainable farming practices that reduce environmental impact and promote biodiversity.
Invest in research to develop environmentally friendly pest and disease control methods.
Develop partnerships with environmental organizations to promote sustainability and protect natural resources.

Pillar	Challenge Examples	Possible Partnership Ideas
Environmental Sustainability	Reducing the carbon footprint of citrus farming	Partner with green energy companies to promote renewable energy usage on farms
	Developing sustainable farming practices	Collaborate with agricultural research institutions to test and promote sustainable farming techniques

5. Advocacy and Policy Influence

Collaborate with industry associations and advocacy groups to influence policies that affect the citrus industry.
Participate in policy discussions and provide input to policymakers to ensure that growers' interests are protected.
Use collective bargaining power to negotiate better prices and market access for citrus growers.

Pillar	Challenge Examples	Possible Partnership Ideas
Advocacy and Policy Influence	Influencing policies affecting the industry	Collaborate with industry groups to advocate for policies that support citrus growers and sustainable farming practices
	Supporting industry growth and development	Partner with local and national government agencies to create funding and tax incentive programs for citrus farmers



A Citrus Symphony:

How Industries are Orchestrating a Future of Unity and Prosperity.

Workbook

Full Name:

Date:

06.2023

Wealth of Health • Wealth of Health • Wealth of Hea

